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Bill Davidson, GCS at Naples Grande G.C. organized an Everglades GCSA entry for the Naples St. Patrick's Day Parade. Bill's son Trace rides with dad. Brian Beckner, LaPlaya G.C. is in the background and his son Preston is in the back of "Keeping it Green" cart. Photo by Romie Davidson.

A St. Patrick's Day Adventure

Nobody Does Green Better Than Superintendents

By Bill Davidson

An annual adventure in March is for my family to go to the Naples St. Patrick's Day parade. Last year, after seeing the local Republican Club march by, the local boating store promoting its business with a shiny new boat being towed down the parade route, and my good friend's Mommy Club pass by; I thought there is nobody that is greener than golf course superintendents and we should be out there promoting ourselves as well. After a few minutes on our local government's Web site, I found all of the contact information I needed. Signing up for the parade was simply a phone call and a small entry fee of \$100.

My original thought was to get some fairway mowers and triplexes to ride down the parade route, but logistics made that too difficult so we used carts and trucksters. In promoting what we do, I wanted to come up with something that brought the recognition of our hard work right to

the community's door step and to let people know who we are. To accomplish this, I had two 4x4-foot signs made — one said, "If you like playing your golf course, thank your Superintendent" and the other had the Everglades chapter's name & logo and attached them to our ride.

A quick stop at a local party supply shop for decorations and we had bona fide mobile floats. Some phone calls to friends and I had a small group organized in no time. I wanted this to be a family event for the kids as well (who else is better to promote you than your kids?) and when they found out there were golf carts and candy involved (It's a tradition at the Naples parade to throw candy to the crowd as you pass) it was an easy sell.

The reception we got from the crowd was fantastic! I think most were even surprised to see us. If you think about it, a large percentage of the people who are here this time of year play golf or have something to do with a golfing community. One thing most people don't do well is to promote themselves. This was a great, inexpensive opportunity to promote our profession, our association and the game of golf. It cost less than \$800 for signs and supplies. Plus, we had a great time with our kids doing it!

Let's face it: On St. Patrick's Day nobody does green better than superintendents.