

## Nobody Can Tell Your Course's Story Better Than You

By Shelly Foy

Too many superintendents tell me that public speaking is a weakness they know they should overcome. One thing we do know for sure is that there is no one on your golf course who knows it better than you do. Maybe you don't know the difference between a heron

and an egret yet; but you do know every aspect of what it takes to maintain your golf course in terms of labor hours, equipment, and maintenance practices.

The USGA Green Section talks a lot about the importance of having written maintenance standards. These standards are developed with input from your course officials and golfers/members. When the time comes that you have to make budget cuts, being able to talk to golfers about how these cuts will affect these written standards, is critical.

Hosting tours on your golf course

is one way to start becoming more comfortable with public speaking, and developing critical one-on-one communication with your golfers.

Here are a couple of tried and true ways to do this:

- Have an open house at the maintenance facility. Set up different stations where golfers and members can learn about the equipment (what it is, what it does, and why these practices are important) and the environmental implications of your equipment wash down area. Some superintendents work

## GCSAA Announces 2008 Chapter Environmental Leadership Winners

"This year's winners are to be commended for their commitment to environmental stewardship on the golf course," says GCSAA President David Downing II, CGCS. "They, along with their facilities, have demonstrated that golf courses can be compatible with the environment, and in many cases enhance it."

Judges selected winners in three national categories (public, private and resort courses), and an international winner, with an overall winner selected from those four. Recognition was given to the top entry from each GCSAA-affiliated chapter, and merit honors were awarded to those that did not earn national or chapter honors but deserved special recognition in the opinion of the judges.

Golf course superintendents and their courses that have been

### Florida's 2008 Chapter Award Winners

**Public Facilities:** Jason Kubel, TPC Tampa Bay, Odessa, Fla., Florida West Coast GCSA

**Private Facilities:** Jeffrey Burgoyne, CGCS, The Club at Twin Eagles, Lehigh Acres, Everglades GCSA; Shane R. Wright, CGCS, Vero Beach CC, Vero Beach FL, Treasure Coast GCSA

**Resort Facilities:** Christopher Flynn, CGCS, Grand Pines GC, Orlando, FL, Central Florida GCSA

named national, chapter or merit winners were formally recognized during the opening session of the 2009 GCSAA Education Conference, held in conjunction with the Golf Industry Show in New Orleans in February. In addition, program

sponsors have made donations to The Environmental Institute for Golf, the philanthropic organization of the GCSAA, in the names of all national and chapter winners.

The Environmental Leaders in Golf Award recognizes golf course superintendents and their courses for overall course management excellence in the areas of resource conservation, water quality management, integrated pest management, wildlife/habitat management and education/outreach. In addition, these categories are judged on sustainability, criticality, originality and technology implementation/use. An independent panel of judges representing national environmental groups, turfgrass experts, university research and members of the golf community conducted the award selection.

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with the clubhouse and make it a happy hour with a beer and wine table and a few snacks. They are visiting your office, so clean up and spruce up, and let your knowledge shine.

- Some of you have participated in Audubon International's Green Golfer Challenge over the past two years. The 2009 Green Golfer Challenge is now under way with some exciting changes. Please check out the program on the FGCSA web site or log on to [www.audubongreengolfer.com](http://www.audubongreengolfer.com). Talk with your course officials and make one day this year a Green Golfer Day.

- Challenge yourself to spend some time on the first tee talking to your golfers about the positive environmental practices you implement on the golf course (BMP's, ACSP, etc.), and encourage them to sign the Green Golfer Pledge. This will give you the opportunity to get to know the golfers playing your course and receive feedback on how important environmental issues are to them. Solicit their support for your environmental practices, not just for this one day, but for every day.

When we are in our element, we are more comfortable – that is a fact of life. Your job as the superintendent puts you squarely in the position of expert about your property. Take advantage of this comfort level and share your knowledge with others. The most successful superintendents in our business are not necessarily the ones who know the most. They are the ones who communicate the most.



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