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## MAN WITH A PLAN

Does your membership feel out of the loop? Henry's 5 keys to get them back in.

One important responsibility of any club is also one that receives the lowest ratings from members – communications.

Despite a steady stream of newsletters, email blasts, tweets and Facebook postings, many members feel poorly informed. They don't get the information they need when they need it. And it's often not delivered the way they would prefer it.

So how is this corrected? First, you need a plan. Here are the elements of a solid communications plan:

**OBJECTIVES.** You want to communicate the most important goals and

**AUDIENCE.** Do you really know your members, your customers and your prospects? Do you know what they want as part of their club and golf experience? Do you know what they're jealous of in other clubs and facilities? If you haven't asked them, you might be surprised.

Between your current members, lost members and prospective members you might identify 10 or 15 different segments that need to be communicated with differently. For example, women who don't play golf but enjoy other activities are different from those who play golf on a regular basis. Your communications plan

should align your audiences and content ideas, create a matrix that has audience segments in a column down the left side and content ideas in a row across the top.

**VEHICLE.** What's the best way to deliver your content to the audience segment for which it is intended? There's no shortage of options these days. Newsletter story? Facebook or blog post? Video embedded on the club website? Email? And don't forget the good, old-fashioned letter that arrives unexpectedly in the mail. Some people still prefer that form of communication and it's very effective in some circumstances. Match your media choices to market segments and make the messages resonant with the chosen segment. Talk to people in the way that they listen.

**SCHEDULE.** Your communications schedule should look at least three months ahead. That's not to say you're going to know everything you're going to communicate three or more months in advance. But if you don't look far enough ahead, you're going to miss opportunities to sync up communications with the needs of your other departments.

When building a schedule, don't be afraid of redundancy. You should say the same thing in different ways using different media. The more times your customers or members hear the message, the more effective you can be achieving the desired response.


Communications professionals sometimes talk about the "stickiness" of a message. The key is developing a plan that incorporates the five elements above and then being disciplined enough to execute it. **GCI**

“Your communications schedule should look at least **three months ahead**. That's not to say you're going to know everything you're going to communicate three or more months in advance.”

objectives of the club itself. Those can be traced to the club's strategic plan, which lays out the long-term direction the club's board and management have proscribed. A long-term objective, for example, might be to increase average revenue per round to \$97 while sustaining 35,000 rounds per year. A long-range goal might also be to become the best-maintained course in your city. You also want to communicate near-term objectives. A near-term objective might be to add 10 new female members this quarter or to increase golf shop sales by 20 percent during the spring season. Write down your objectives and distinguish between long- and near-term.

should reflect those differences.

**CONTENT.** Here's where it gets creative. For each audience segment, there should be a list of content ideas that also reinforce a long- or near-term objective. For our group of women golfers, for example, a newsletter story about a promotion that encourages women golfers to invite a friend to play and enjoy a 15 percent discount in the golf shop is a content idea that reinforces the new-membership and golf-shop sales goals. Another idea is a video interview with your golf professional inviting women golfers to a combination demo day and trunk sale that includes a discount on clubs and apparel from participating manufac-



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# WHAT'S IN *Your* WATER?

**There's more than just hydrogen and oxygen in your water.  
What you need to know to keep your turfgrass healthy.**

*By Jason Stahl*



# No Boundaries

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**W**e learned in high school biology that water is composed of two things: hydrogen and oxygen. Ah, life was so simple then, right? Once we got into the real world, we learned there can be oh so much more in our H<sub>2</sub>O.

As a golf course superintendent, it's important for you to know what's in your water so you can keep your turfgrass healthy.

According to Paul Roche, national sales manager – golf division for Rain Bird, the water source for more than 50 percent of the golf courses in the U.S. is on-site or nearby ponds or lakes. Of the remaining courses, more than 20 percent get their water from streams, rivers, creeks and canals, and another 14 percent use reclaimed/reuse/recycled water. The balance of the golf courses gets their water from municipal supplies (potable drinking water) or wells.

"Because of such a wide variety of water sources with much variability due to upstream impacts, golf

➔ (continued on page 32)

## Fill 'Er Up

**B**elieve it or not, there is a right and a wrong way to collect a water sample for testing – in case you were intending to dunk an empty tin can into your pond and call it a day.

Larry Lennert, Aquatrols' North Central territory manager, recommends taking the water directly out of the irrigation system. "I know some people pull it out of the wet well or pond, but I prefer to see the water go through the irrigation piping and collect it as it comes out of the head or a quick coupler somewhere on the course because that's truly representative of what's coming out of the irrigation system," he says. "If you try to pull a sample next to the pond or out of the wet well, that might not give you the same properties as the water pulled from the bottom of the pond or sitting stagnant in a wet well."

The USGA's Brian Whitlark agrees. "Take a sample from a quick coupler or sprinkler at the furthest point away from the pump station to see what's actually going on the course."

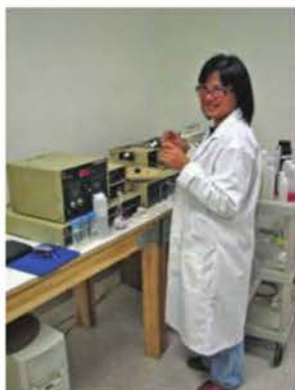
But Whitlark says it's important to also take samples from the source.

"Sometimes water will come in and sit in the irrigation lake and evaporate, or it may pick up salt if it's an unlined lake or may even pick up salt from concrete in the lake," he says. "The bottom line is you need to know what's sitting in your lake and what your source is. It could be that it's picking up something in your irrigation line. Maybe there's some precipitated calcium carbonate in there that the water's picking up between the irrigation lake and the fifth hole. You don't have to sample every single time you go out, but it's at least initially important to do that."

Whitlark recommends that superintendents new to a course

sample every month because the quality of reclaimed water can change throughout a season.

Lennert recommends refrigerating the sample right away and shipping it overnight to a lab. You can even freeze it as long as you leave enough room in the bottle for the water to expand.



In-depth analysis of your facility's water is critical.

"The reason you want to put the water in a refrigerator or freeze it is to cut back on microbial activity," Lennert says. "Once bacteria in there starts doing their thing and creating a chemical reaction, it can change some of the readings in the water."

If you're just submitting the water for chemical analysis to figure out if there is nitrogen, phosphorus, bicarbonates, sodium, chloride, etc., in it, then it's not necessary to refrigerate the sample.

As far as containers go, most people select a 16- or 20-ounce water bottle that has been rinsed out and dried. "Don't use anything metal or aluminum, just a plastic bottle that had nothing other than water in it before," advises USGA's Whitlark. "And when you go down to the irrigation lake, triple rinse that bottle with the source of water you plan to submit for analysis."

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# NIP IT IN THE TUBER



## Echelon® Herbicide: The *Poa Annua* and Crabgrass Treatment That Fights the Growing Problem of Sedges

A single sedge tuber can produce thousands of new tubers in a single year. It's no wonder growing sedge pressure has reached epidemic proportions on golf courses across the country. Once these weeds become established, they are difficult to control. But what if you could "nip it in the tuber" and help prevent sedges without making any more applications than you do currently? It's possible when you choose Echelon® herbicide for your spring preemergence or fall *Poa annua* program.

Formulated for maximum efficiency, Echelon goes beyond conventional crabgrass and *Poa annua* control to provide excellent **preemergence and postemergence nutsedge control** — including both annual and perennial sedges. No other preemergence treatment can deliver this kind of performance. Echelon even provides pre- and early postemergence goosegrass control.

### Echelon® Herbicide

EXPECT MORE FROM YOUR PREEMERGENCE PROGRAM

Product	Pre crabgrass control	Pre <i>Poa annua</i> control	Early post* crabgrass control	Pre nutsedge control (Perennial)	Pre goosegrass control	Early post goosegrass control	Post sedge activity at <i>Poa</i> timing
Echelon®	Excellent	Excellent	Excellent	Excellent	Excellent	Good	Excellent
Dimension®	Excellent	Fair	Excellent	None	Good	None	None
Barricade®	Excellent	Excellent	None	None	Good	None	None
Ronstar®	Good	Fair	None	None**	Excellent	None	None
Specticle®	Good	Excellent	None	None**	Excellent	None	None

\*1-4 leaf stage.

\*\*Limited to annual sedge only.

## Prevent Sedge for an Edge

Formulated with sulfentrazone and prodiamine, Echelon not only eliminates weeds from the root up and the foliage down, it impacts underground reproductive structures to reduce future populations of weeds. With sedge more prevalent and more problematic than ever before, getting preemergence and early postemergence sedge control with your spring or fall treatment keeps your labor and herbicide costs down and your golfers happy.

Echelon is the first product in its category to provide preemergence control of perennial sedges like yellow nutsedge and green kyllinga for an impressive 3 to 5 months after application. In the side-by-side comparison below, you'll see that at 135 days after treatment, both Barricade® and Echelon show no signs of crabgrass breakthrough. But while Echelon is free of sedges, Barricade could not stand up to the sedge pressure.



*Echelon 4SC, 0.57 lbs ai/a  
Applied 4/15/08*

*Barricade 4FL, 0.5 lbs ai/a  
Applied 4/15/08*

*Photo taken 135 DAT*



## Did you know?

In a 1961 field study, researchers discovered that just one yellow nutsedge tuber planted in spring produced 1,900 shoots and 6,900 tubers in a single year. *Source: Tumbleson & Kommedahl, 1961*

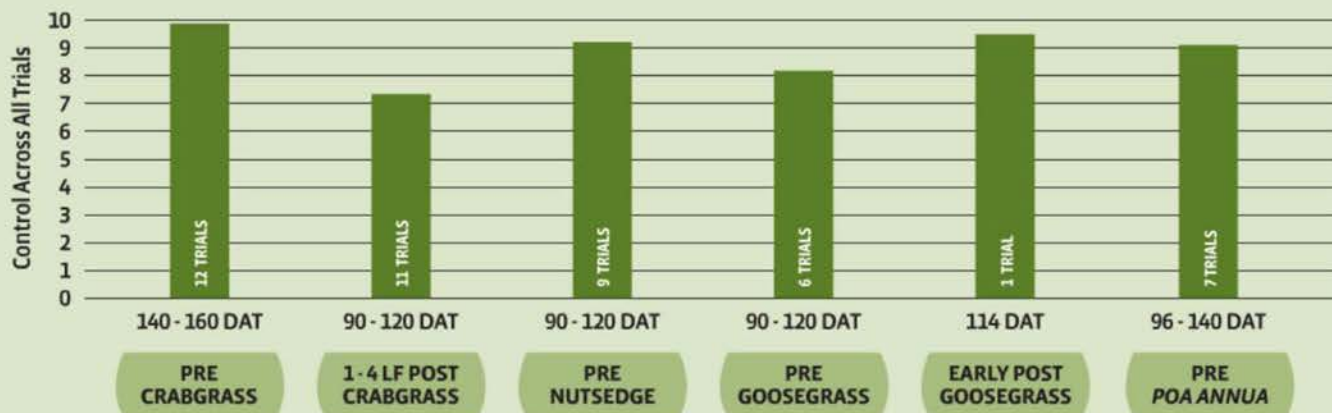


## Consistently Goes Above and Beyond

This composite view of university research conducted across the United States helps illustrate the added value of Echelon. As you can see, Echelon achieved over 90% preemergence control of nutsedge across 9 trials, over 90% preemergence control of *Poa annua* across 7 trials and nearly 100% control of preemergence crabgrass across 12 trials.

### Echelon® Herbicide

COMPOSITE VIEW OF UNIVERSITY RESEARCH



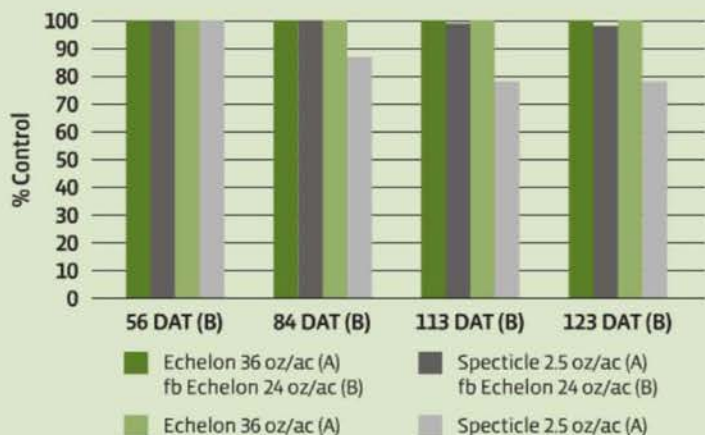
Control is represented as normalized data across all plots where 0 = no control and 10 = 100% control

## Proven, Long-Lasting Crabgrass Control

Despite all of the extra advantages of Echelon, you won't sacrifice a thing when it comes to spring crabgrass results. In university trials, Echelon has consistently delivered performance that is equivalent to or better than Dimension®, Barricade, and Specticle® in warm- or cool-season turfgrass. As the chart on the left shows, Echelon also works well in a single or split application program. And as you'll see in the chart on the right, Echelon even delivers impressive performance against early postemergence crabgrass, whether applied as a sprayable application or a dry application on fertilizer.

### Pre Crabgrass Control

ECHELON DELIVERS RESULTS AS A SINGLE OR SPLIT APPLICATION

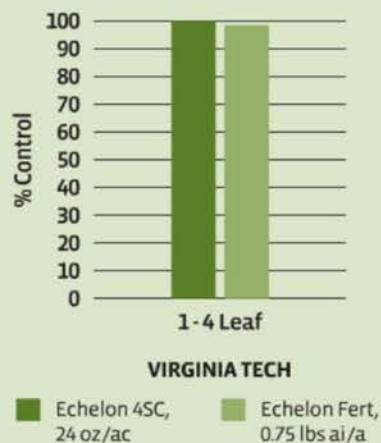


A = September 26, 2012 B = March 14, 2013

Source: University of Tennessee 2012-2013

### Early Postemergence Crabgrass Control

ECHELON QUICKLY AND EFFECTIVELY CONTROLS EARLY POSTEMERGENCE CRABGRASS



VIRGINIA TECH

Source: Virginia Tech, 2008. Smooth Crabgrass Ratings taken 94 days after treatment

## High-performance *Poa Annua* Protection

The photos below demonstrate how Echelon delivers preemergence *Poa annua* control that stands up to the competition in both efficacy and residual. A full 14 weeks after treatment, the area treated with Echelon shows no signs of *Poa annua* breakthrough. The chart on the right demonstrates the increased residual control Echelon delivers in an application program.



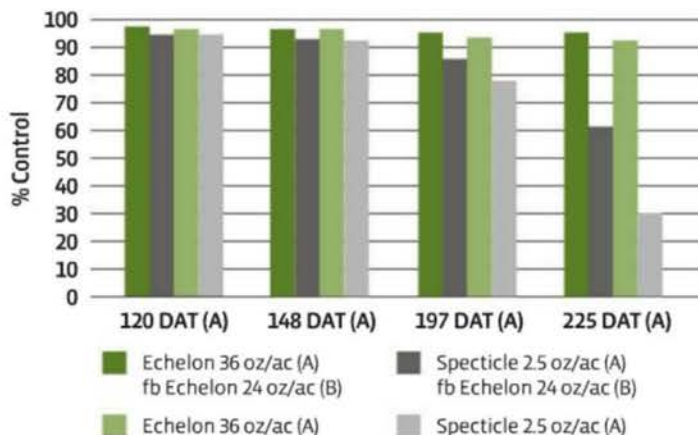
Untreated Check



Echelon 4SC, 0.75 lbs ai/a  
14 Weeks After Treatment

### Pre *Poa annua* Control

APPLICATION PROGRAMS WITH ECHELON DELIVER RESIDUAL CONTROL



A = September 26, 2012 B = March 14, 2013

Source: University of Tennessee 2012-2013

But what truly sets Echelon apart from the competition is its surprising efficacy against postemergence sedges and other weeds present at the time of application that you normally have to clean up later. In fact, a fall application with Echelon could be the last treatment you make all year!

## Don't change your routine. Change your herbicide.

Imagine being able to fight the growing problem of sedges without having to add more treatments to your schedule. It's possible when you "nip it in the tuber" by choosing Echelon herbicide for your spring or fall applications. Only Echelon combines superior crabgrass and *Poa annua* performance with sedge control and prevention, plus control of pre- and early postemergence goosegrass.



For more information on Echelon herbicide, scan this code or contact your FMC Market Specialist or local FMC Sales Agent.

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**Echelon**  
HERBICIDE

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