



Relationship Building

By **Brian Zimmerman**, WGCSA President



As we embark on the summer golf season I am reminded of an article I was quoted in a number of years ago on communication when I was a first time Superintendent at Chikaming Country Club in Lakeside, Michigan. The article was about building relationships through sound communication. I was quoted as saying "I think the golf course Superintendents profession is one of the hardest jobs to explain in full detail to other people. An effort needs to be made every day to enhance what we do, whether it is an article in a newsletter, local paper, teaching an elementary class on the environment or being available on the busiest days of golf at the pro shop area to give members and patrons a chance to ask questions about the course. My experience with this has been very favorable with meeting golfers during men and women's days. I feel if I can get the correct information out before people start to receive diluted information I have won. This philosophy still stands true with me today. I am currently working under a new structure in my place of employment. I have a very diverse set of Parks Commissioners. I have developed 3 different ways in which I communicate with them. The first Commissioner likes face-to-face contact. I make sure that I am available to have lunch or a cup of coffee to go over the current state of the district. The second like to receive emails and phone conversations. The

third is more involved in the new ways of social media. He consumes data through instant messaging and text messages. If you are a first time Superintendent, new assistant, veteran dealing with a new committee chair or new president the following tips could be used to help open the lines of communication.

Welcome letter

This is an excellent way to greet new committee members and provide introductory information

Golf Invitation

Inviting new committee members to a round of golf will allow you the opportunity to communicate with them on a more informal manner.

Golf Discussion Points

Develop a list of topics you would like to highlight as you go through the golf course. This could include an upcoming capitol project or topic related to course maintenance that you would like to change.

Whatever your way is to communicate, make sure that you are able to adapt to how the person you are communicating likes to consume data. This will allow for the free flow of information and improve your overall effectiveness as a communicator.

I wish you all a great golf season. 🌿



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