

## Blogging Green

By Jake Schneider, Assistant Superintendent, Blackhawk Country Club

**A**ttention Golf Course Superintendents: I'm following you. But, before you contact your local authorities to file restraining orders, it should be noted that more and more of you are asking for it, and my diminutive stature probably doesn't make me much of a threat to anyone older than 10. At this point, it's likely that many of you are asking yourselves, "What have I done to deserve this special distinction?" Blog and tweet, that's what.

Over the course of the past decade, it seems as if "communication" has been an ever-expanding and commonly-discussed topic of conversation among our ranks; second only to the something that I like to call the "weather". Whether golfers require it or not, many superintendents have greatly expanded their communication venues beyond the more traditional means of newsletter articles and pro shop/locker room postings. If you haven't already, take a quick spin around the information super highway, and you'll discover a plethora of tweeting and blogging superintendents. The Golf Course Industry website has a fairly extensive list of blogs, and if you want to get started, their list is located at <http://www.golfcourseindustry.com/BlogRoll.aspx>. For some reason, they don't list the very well-written and delightfully entertaining blog that's associated with Blackhawk Country Club.

Yes, last year, Chad and I took the plunge and entered the blog-o-sphere, and I must say that it's been wildly success-

ful, from a membership feedback perspective. Not since we slightly trimmed-up and cleaned out beneath our evergreens have we heard so many compliments.

Prior to starting the blog, we would try to regularly update our page on the club's website, but this option wasn't terribly friendly to the user or to the publisher. Although it may be intimidating to many, I'm by no means a tech guru, and I've found blogging to be surprisingly simple. One of the nice features of blogs is the ability to save and "tag" your posts. So, rather than writing a new article about not applying mosquito spray on the fine turf areas, you can tag an article with a "mosquito spray" label and regurgitate it on a yearly basis. Also, several posts can be seen on one page. Besides keeping the members informed, I've been using the blogs and tweets of others as a learning tool; thus, the stalking.

Many would likely agree that both the innovative and the tried-and-true maintenance practices that have been, in the past, attained through conference attendance and interpersonal communication are often the most interesting and applicable. Well, blogs have made this both easier and faster. Between these maintenance blogs and various industry-related message boards, the transfer of information between strangers has never been easier.

Due to technological limitations (read: a phone without internet access), I've yet to enter the world of Twitter. But, as was previously mentioned, many superintendents are now tweeting and many of them have linked their Twitter accounts to their blogs. For a cash-strapped turfhead like myself, these websites offer wonderfully educational entertainment, and we've also successfully implemented a few of the techniques that I've read about.

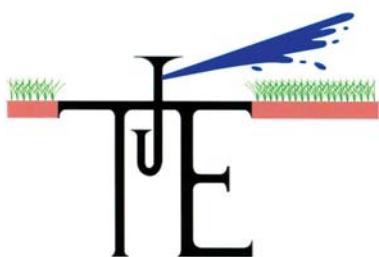
So, fellow turfies, I implore you to start a blog and to start tweeting if for no other reason than to fulfill the author's stalking tendencies.

### A Few Samples

Blackhawk Country Club - <http://blackhawkgrounds.blogspot.com/>

Westmoor Country Club - <http://westmoorturf.blogspot.com/>

North Shore Country Club - <http://nscgcm.blogspot.com/>



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