

Communication Is Important

By Brett Grams, WGCSA Chapter Manager

One common interest all members of the WGCSA share is the weather. Collectively speaking everyone I talked to this late winter and early spring agree it has been very cold and wet... Most every conversation conveyed a sense of frustration as we had late start to the golf and growing season here in WI. As most of you struggled with the spring weather in trying to get your course and operation going you also had to answer your members or golfers main question. "When are you opening the course?" How did you communicate the answer? Did you use word of mouth, a sign in the pro shop, or by informing other club employees? Did you send out emails? How about the newer forms of electronic communications that are referred to as Social Media?

I know some members now have websites; others use Face Book or Linked In, and report these updates via Twitter. If these terms are not familiar to you, and all your cell phone does is make and receive calls do not be alarmed. The majority of our members do not "tweet" or "blog", but some do. They have learned a new skill and are using the technology to communicate the "who, what, where and why" of their Maintenance Departments and operations to the golfers of their facilities. How much information is shared and how it is shared is a tough question. Some golfers are more curious or questioning than others. They want to know HOC's of the greens and the reasoning for topdressing them while others could care less as long as the play well. The challenge is how to supply these communications to some without overloading others.

As your Chapter Manager I struggle with the same issue. How do I effectively and efficiently communicate the information to the membership in a timely manner without becoming annoying or provide too many updates? As technology and communication continue to evolve we need to evolve with it. We are all familiar with *The Grass Roots*. You are provided 6 issues per year and I know most

of us read the magazine cover to cover as we find the time. However some information like meeting updates, job opportunities, and time sensitive information needs to be presented more often and updated much more quickly. Our website is updated weekly (and sometimes daily) to provide members with the latest information we can provide. I also try to send out emails when I have information that I or our Board of Directors think is important to you. What if you do not check the website or read your email? I have now begun sending "tweets" via Twitter when I send out email updates. These can be received via computers, smart-phones, and some text messages. However, I do not want to be a burden so I am trying to send out updates (and the reminders) once or twice a week.

Are you getting the latest information from us? To do so please consider providing the WGCSA with the following:

1. Review and update your physical addresses when you move or change positions.
2. Provide a valid and current email address (and check it as you can).
3. Using your valid email address you can log onto the members side of our Website.
 - a. The members only side has links to archives at the TGIF at Michigan State
 - b. Links to all past editions of the Grass Roots
 - c. Job Opportunities and resumes of people looking for employment
4. Follow and request updates via Twitter (Brett Grams, WGCSA @WGCSA)
5. Link to me in Linked In (Brett Grams)

If you would like to learn more about our communications please contact me direct as well. I would be happy to help you via email (bgrams@wgcsa.com) or by phone at 920-643-4888.



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