

BEING AN EFFECTIVE PUBLIC SPEAKER

Most of us view an invitation to speak to a group with less than overwhelming enthusiasm. The first thing that usually comes to our minds is a thousand and one reasons why we can't possibly accept the invitation. Strange as it may seem, however, public speaking can actually be enjoyable if you remember that knowledge and simplicity are what make a good speaker.

Golf course superintendents are actually in an enviable situation. You know a great deal about a number of topics that interest many people. Almost any group you might be asked to address will have an interest in something you know a lot about, including landscaping, turf care and golf. When you can talk with enthusiasm about a topic you know well, you have taken a giant step toward being an accomplished speaker.

Most audiences are sympathetic. They are listening to you, presumably, to get information, not to hear a polished or humorous speaker talk about nothing. They will remain sympathetic, too, as long as you don't talk down to them. Try to put yourself in their place. If you present your material in a simple, sincere way, using non-technical terms, you're sure to be a hit.

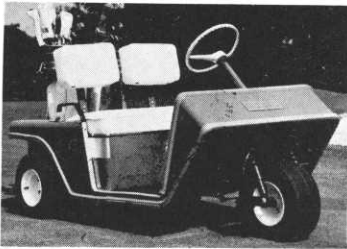
You may find it useful to take along visual aids, such as slides or maps, to illustrate your talk. Not only do pictures make your explanations clearer, but they provide interest and variety to your listeners.

By projecting an image of yourself as an expert, you are contributing greatly to the public's understanding of golf course superintendents and the profession. Consider offering your services as a speaker to other organizations that you are associated with. You'll be surprised at the number of groups who would be delighted to have you as a speaker. For starters, think about garden clubs, your own golf club's membership, service organizations, special interest groups organized by your county agent or extension service and church and school groups.

Once you have established yourself as a willing and able speaker, you will probably have more invitations than you have time for. Sandwich in as many as you can for you are doing both yourself and your profession a great service.

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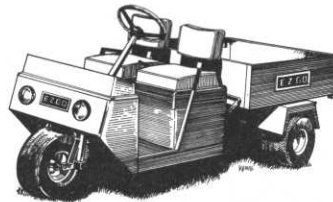
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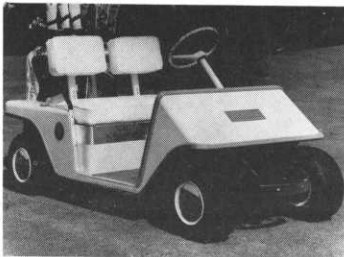
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