

Ten Ways Superintendents Promote

Usually, the superintendent isn't thought of as the marketer for the golf course. But superintendents can and do have a big impact in promoting the golf course beyond providing premiere playing conditions. Here are a few of their public relations efforts:

Publish bulletins to local residents about chemical use on the golf course, explain IPM programs and pesticide methodologies and other aspects of golf course management.

Post GCSAA's *Greentips* in the pro shop or clubhouse. This series of fact sheets provides important information to golfers such as golf car use, frost delays, recycling and pesticide use.

Provide regular lawn-care tips to the local newspaper.

Write articles for publication in professional journals, such as *Golf Course Management* magazine or *Hole Notes*.

Give reporters legitimate news, such as information about an upcoming tournament.

Invite reporters and other key contacts to play golf at the course.

Inform golfers in advance of construction or maintenance practices. Then golfers can schedule guests when the course is in top condition.

Invite schoolchildren to see what golf courses do for the environment.

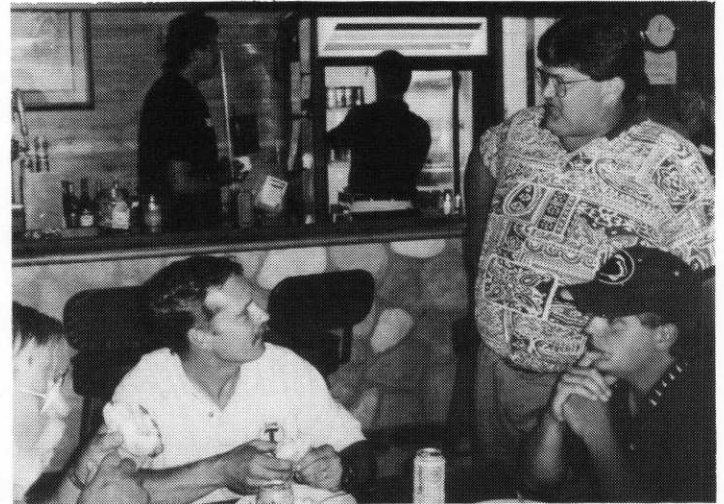
Provide instructional posters on divot and ball mark

repair to the golf professional.

Contribute to the community. They speak to garden clubs, environmental organizations, civic and business groups and schools.

Statistics: Fifty percent of GCSAA members volunteer their time in nongolf community activities and 72 percent donate their time to community golf events.

— *Leaderboard*



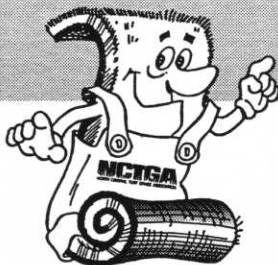
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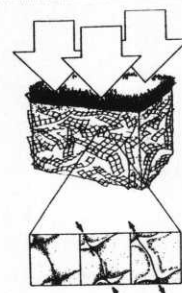
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