

# MTGF Names New Communications Director

The Minnesota Turf and Grounds Foundation has hired its first Communications Director: Greg Crawford of Crawford Marketing, Portland, Ore.

Greg will be responsible for broadening the foundation's public relations efforts to a wide variety of sources and creating ideas on how MTGF can enhance its image as a foundation and its respective allied associations.

"Greg has an extensive list of clients in the turfgrass industry and is recognized internationally for his work in the communication field and his ability to enhance and promote the client's image," said Bob Mugaas, MTGF executive director. The MTGF Public Relations Committee carefully evaluated people who we felt should be in charge of an expanded public relations effort. We feel extremely fortunate to have Greg working with us, as we hear from many positive things about Greg's abilities in this field.

Following is information provided by Greg to the MTGF Public Relations

*"Crawford Marketing specializes in helping clients increase their exposure, enhance their image and start a first time media program if desired."*

Committee earlier this year:

"Crawford Marketing, Inc. is a Portland, Oregon based company that specializes in helping clients increase their exposure, enhance their image and start a first time media program if desired."

"The company was formed in 1992 and its first client was the Oregon Golf Course Superintendents Association. Over the course of the last seven years there have been more than 150 print stories, 30 television and radio interviews and numerous other media activities generated by Crawford Marketing, Inc. about the OGCSA. The two recently agreed on a new five-year contract.

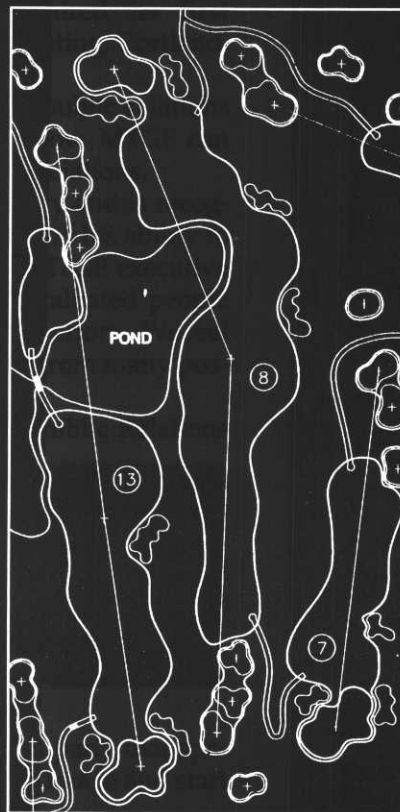
Another highlight of Crawford Marketing was its promotion of Tom Wolff and his staff during the 1998 PGA at Sahalee Golf Club. During the course of the two-year media campaign Wolff had over 400 contacts from media throughout the world and it is safe to say no superintendent has received that type of media coverage ever.

"The philosophy of Crawford Marketing is to let the clients be the stars and to stay in the background and just get the job done. Anyone contracting with Crawford Marketing also will have the services available to them 365 days a year if needed. We make ourselves available at all times of the week, because we know the public and the media demand information and many times need information immediately."

"While we are all confident about the job he will do, there does need to be a word of caution in that the MTGF is a very young organization," Mugaas said, "Our public relations efforts are even younger. In fact, we have really never pursued an organized public relations campaign previously and, as such, it will take time to build relationships with the media and other sources Greg will be contacting. We all need to be patient in the initial stages.

Finally, on behalf of the MTGF Board, I would like to sincerely thank the Public Relations Committee for moving forward on this initiative and doing the work needed to have Greg become involved with our Foundation," Mugaas said.

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