

Plan An Effective Public Relations Program

What are you personally doing to improve your professional image and stature under your course?

As a member of professional organizations, you attend local, regional and national turfgrass meetings and conferences, but do the course members see you striving for greater knowledge and efficiency, or do they see you flying half-way across the country to have a good time? Are they aware of the content, results and value of these meetings?

What are you personally doing to overcome these public relations problem areas? What does the average golfer know about your duties and responsibilities on the course? What are you doing to educate your golfers?

Experts in the field of public relations report that their biggest problem is a client who asks for assistance only when he is in serious trouble. A strong public relations program should be an on-going facet of your operations.

Studies show that the best time to have a strong program in operation is when everything is going smoothly, and then when things do go sour, and they eventually do to some extent, the necessary preparations have been completed. Just as you would not consider seeding a green without first preparing the area, you should not expect favorable results from a PR effort that is hurriedly organized.

Plan your program to meet the circumstances in which you find yourself. Here is a short list of points to consider:

Know your "Mr. Authority" – Be familiar with the person who has the "yes" and "no" authority. Make sure that he knows you, in more than just a passing way, and then keep him informed. Let him know what you are doing and why. If you overcame a problem, avoided one, or are working on one, let him know. There is no need to blow your own horn, just make your information factual and to the point. "Mr. Authority" will probably appreciate knowing more than the average member and whenever he looks good, you will look even better.

Improve your visibility – Most of your work requires that you remain behind the scenes, so you must make a special effort to meet more of the golfers. In a personal and friendly way, let them know who you are and what you are doing to improve their playing conditions.

Keep in mind that although some of your duties may require work clothes, your personal appearance can be very important. You can improve the interpersonal relationship with members and others, simply by your appearance alone. Looking neat and clean is important, particularly when the average golfer dresses for a fashion show.

Improve your communications – A

major key to the success of a public relations program is communications. Some Chapters are encouraging their members to take extra copies of their newsletters and distribute them to strategic points around the clubhouse. In other situations, the superintendent is writing a green committee newsletter or a column in the club newsletter. Although the average member may not understand the contents of a turfgrass conference program, they can certainly appreciate the technical nature of the material and the depth with which the subjects are covered. Discussing significant conference topics with members, or making the "Proceedings" available to them can go a long way.

Answer Questions – Golf turf is usually held up as an example of what a fine lawn should be. Why not capitalize on your expertise and provide answers to your members? Hold evening classes for the club members, or volunteer to speak at an early Spring meeting. Give the members tips on how to prepare for the growing season and what they could do to improve their own lawn. During the

Make Your Membership More Valuable

What are *YOU* doing to improve the value of your Chapter and GCSAA membership? Have you taken an active part in the functions of these organizations? Have you volunteered to work on any of these organization's many projects and committees?

As a member of a professional organization, either locally, regionally or nationally based, there are many things that you might want to consider as an individual member to make membership more valuable to you and your fellow members. The following list is just a starting point, but it may give you some ideas from which other helpful methods will arise.

1. **When you have a problem, do you:**
 - a. Call fellow members of your organization for suggestions?
 - b. Check through back issues of your Chapter newsletters, "The Golf Superintendent," or the GCSAA Conference "Proceedings" for articles relating to your problem?
 - c. Discuss this problem at your next meeting?
 - d. Check the programs of up-coming conferences and other meetings to see if your problem will be covered either directly or indirectly?

2. **Before going to a meeting, do you:**
 - a. Plan in advance to talk about specific professional topics?
 - b. Make plans to talk with someone before, at, or after the meeting?
 - c. Anticipate how you can apply the speaker's talk to your situation?
 - d. Plan to participate in the program, either by asking or answering questions?

growing season, put a list of suggestions on the clubhouse bulletin board each month.

Another suggestion is to tell the membership what you will be doing to improve their course during the coming year. They will probably be more understanding of play interruptions if they know ahead of time, and appreciate that the course will be improved.

Are you using the local mass media? Are there local radio, television or newspaper lawn and gardening programs or sections? Why not contact the host or editor and volunteer to appear or assist them by discussing the topic of turf, with which you are so familiar?

Keep in mind that the image you possess is not gained overnight, but that it takes considerable time and effort. Be positive and constructive in your actions, and above all look, speak and act the professional you are. Having a sound public relations program will help you to establish friendships, your expertise and the members' faith in you. When you do confront a problem, be ready.

e. Plan to volunteer for an assignment to help your organization?

3. **When a fellow member telephones you with questions or problems, do you:**

- a. Call him back with the information you promised?
- b. Offer to help, regardless of your own problems?
- c. Respond to all questions in a helpful, friendly and professional manner?
- d. Remember that other members volunteered to take time to help you solve your problems?

4. **When asked to serve your organization in some manner, do you:**

- a. Accept the assignment, even though you may be busy?
- b. Offer assistance on projects in which you may not be directly involved?
- c. Recognize the opportunities for individual and group exposure and growth value by participating in any such capacity?

Remember, your professional associations should be a dynamic part of your overall growth plan. Volunteering for a more active role can provide you with greater membership benefits, particularly when you and the members of your local organization contribute as a unit for the betterment of GCSAA.

taken from the April 1974 edition of
FORE FRONT
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Association of America
1617 St. Andrews Drive.
Lawrence, Kansas
Executive Director – Conrad Scheetz
Editor – Douglas Fender

GREENS' CLIPPINGS

This is probably the most important and busy time for a Golf Course Superintendent and particularly in our section of the country where the season is comparably short. The Calendar of Events brings many major tournaments to our courses and the superintendents, dedicated and proud as they are of their courses, make special effort to have the course in the best possible condition.

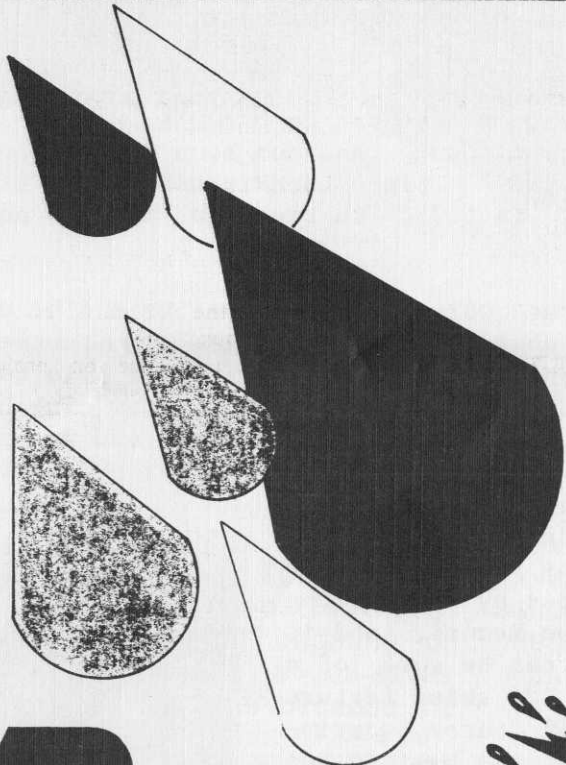
Some of the important tournaments that the superintendents prepare their course for are the USGA Open, WGA Junior, Amateur, Public Links, Junior and Senior Qualifying events, the MGA Amateur, Best-Ball, Four-Ball, Senior Four-Ball, the MWGA State Amateur, Best-Ball, Match Play, Junior, the PGA State Open, PGA State Championship, Mini-Tour, the Public Links Championship, the Public Links Handicap Championship and the Tape-Mark at Southview and Duff's Celebrity at Rolling Green are two outstanding events, as they contribute substantially to charity. Then, of course, in addition to all these events there is their own club members to prepare for and keep happy. In talking to sponsors, players and others who are qualified, I have heard nothing but praise and compliments to the superintendents and their staffs.

Fritz Harens, Superintendent at the Meadowbrook course in Minneapolis has recently undergone major surgery at the downtown Fairview Hospital. He is reported doing well and is now at home recouperating and is already planning on returning to his duties before long. We all wish Fritz a speedy return.

Dave Feser has returned from the Fiji Islands and is located in Minneapolis again. We are glad to have Dave back again and by the time we get the August issue out we hope to have a nice story from Dave and his and his family's experience in the Islands. Dave is available for a superintendent's position. He can be reached at 3301 McKinley Street NE, Minneapolis, Minnesota 55418.

Brother Bob Feser has sold his Medina Golf Course to Hennepin County and they will take possession on October 15th. Bob and his family will continue to live in the

Continued on page 11



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Planning Ahead for 1976

The year 1976 could well be one of the big years in Minnesota Golf as to start the year off, in February 1976, the Minnesota Golf Course Superintendents' Association will be host to the Annual Meeting of the Golf Course Superintendents' Association of America. That is a major event, for example, this year, in Anaheim, California, there were in excess of 5000 members of the GCSAA and their wives attending the Conference and Show.

The meetings and exhibits will be in the Minneapolis Auditorium with the social events and entertainment at various places in our area. The MGCSA is highly thought of by the GCSAA and it is hoped that one of the MGCSA members will be on the Board of the GCSAA when the conference is here. As everyone knows, when you host an event as large and important as this one, there is a lot of good old hard work in making preparations, but the MGCSA is a well organized group and will be very capable of handling the job.

Another golfing event that could follow the GCSAA Conference is the United States Golf Association Public Links Championship. The Bunker Hills Golf Course located in Coon Rapids has been unsuccessful in two previous attempts to have this championship played on their course, extend another invitation to the USGA for the 1976 Championship.

Bob Ulsaker, a member of the United States Golf Association Public Links Committee, will extend the invitation of the City of Coon Rapids at the meeting of the Public Links Committee during the tournament At Pasadena.

This writer cannot see how the USGA Public Links Committee can do anything but accept this invitation as this championship has not been awarded to the Midwest since it was played in Indianapolis in 1972. Since then it was played at the Flanders Valley Golf Course in Flanders, N. J. in 1973, in Pasadena in 1974 and to Hawaii in 1975.

Bunker Hills Golf Course is a championship course which can be played from 6500 yards to over 7000, depending on how the committee in charge want to play it. The course has 57 sand traps, three lakes that come into play on six holes, an executive 9 hole course

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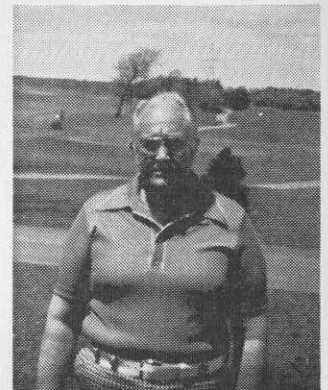
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MGCSA ANNUAL PICNIC - CLOQUET COUNTRY CLUB - MONDAY, JUNE 10, 1974

The 1974 MGCSA Annual Picnic was held Monday, June 10, at the Cloquet Country Club, Cloquet, Minn.

Superintendent John Lightfoot and his gracious bride hosted the event and did a most outstanding job, and made the day a very enjoyable one. John also arranged to have the Arrowhead Turf Association members join the MGCSA members at the Club for a day of fun and relaxation. To add to the enjoyment and to the beauty of the event, wives and girl friends were invited and this really did add to the day. For evidence see the various pictures in this issue.

There was golf, volley-ball, tennis, cards and some good old-fashioned visiting. Yes, and some of the gals, while hubby was out playing golf, took off and went downtown and even to Duluth to do some shopping.



Host and Hostess
Mr. and Mrs. John Lightfoot

I noticed in reading John's June "Cup Cuttings" that he prayed for nice weather and he must live right because that week-end and up until early the morning of the 10th it was bad, rainy and cold but cleared off and the sun came out and made it an unusually fine day. Adding to the fun and enjoyment at Cloquet was the pleasant trip, at least from the Twin Cities, with all the rain we had, the trees, fields, lawns, etc. were all a beautiful green and as you drove along it made life worth living.

After all of the physical activities, such as golf, tennis, volley-ball, etc. there was a social hour followed by one of Harry's famous dinners. There were in excess of 90 people there for dinner, which was enjoyed by everyone of them. Thanks John and Harry, and all concerned.

After all were through eating, John Lightfoot gave a welcome message and introduced Mr. Robert Rosen, President of the Cloquet Country Club and his charming wife. President Larry Vetter of the MGCSA responded with a very gracious "thank you."

The annual picnic is the day the MGCSA and also the Arrowhead Turf Association invites the ladies to join them in a day of fun. Rich Rannells, Entertainment Chairman, arranged for door prizes for the ladies and every lady attending received one of them. There were three that he designated as grand prizes - they were won by Debbie Evavold, wife of Superintendent Dan Evavold of the Minneapolis Golf Club, Judy Lindholm, wife of Superintendent Jim Lindholm of Rolling Green Country Club and Philis Wodash, wife of Jim Wodash, Superintendent at the Albert Lea Country Club.

As this was a day of fun and relaxation and an opportunity to join with the wives and girl friends of the MGCSA members as well as with the members, wives and girl friends of the Arrowhead Turf Association, there was no business meeting, therefore, nothing to report from that standpoint, but we will have in the next issue.

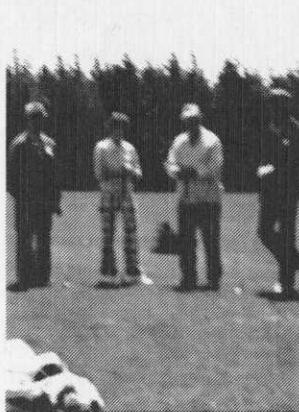
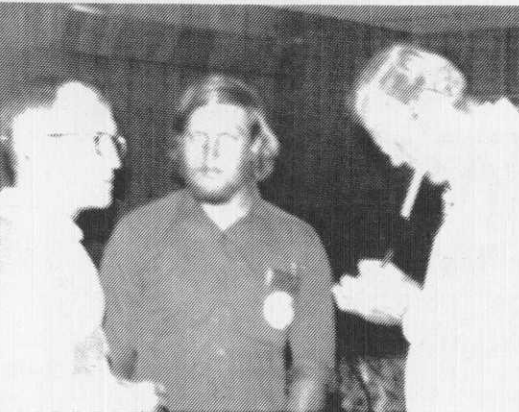
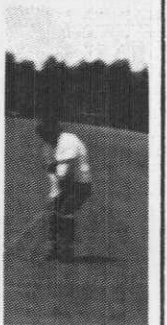
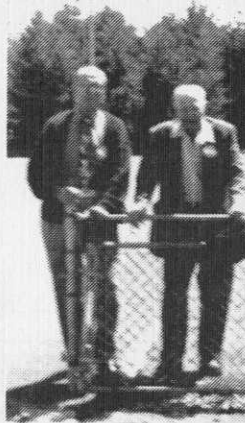
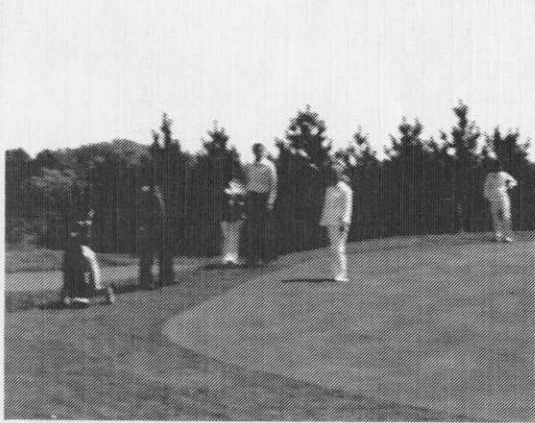
Thanks again, John, Mrs. Lightfoot, the officers and members of the Cloquet Country Club for making your facilities available to us and for making the day so much fun.

There was a fine representation of ladies in attendance as evidenced by the fact that more than 30 door prizes were presented to them. In visiting and talking to several of them there is no doubt but that they were thoroughly enjoying themselves.

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Pictures taken at Cloquet Country Club

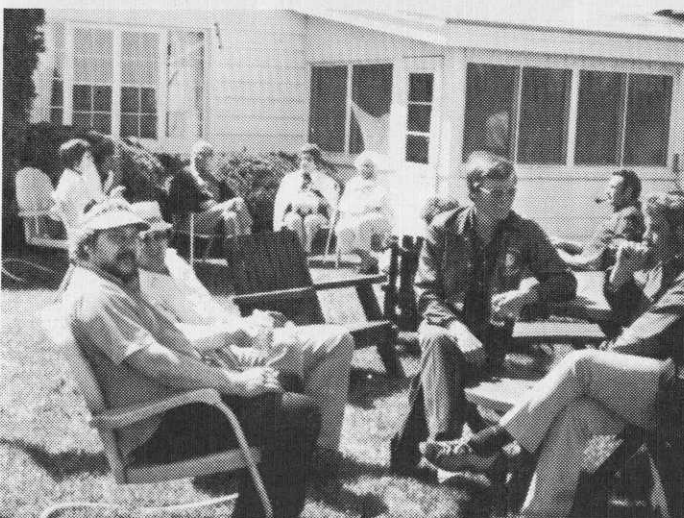
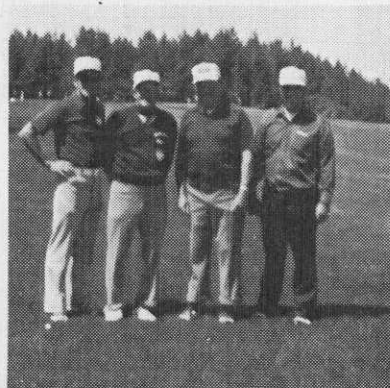
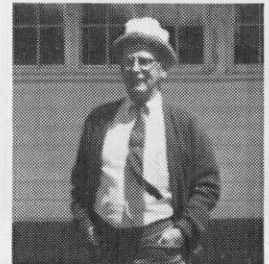
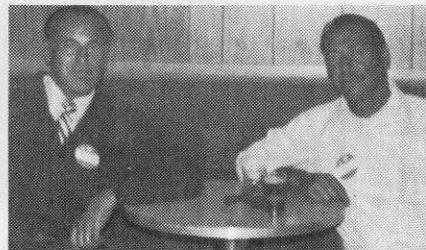


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Pictures taken at Cloquet Country Club



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JULY MEETING - MONDAY, JULY 8TH AT THE WAYZATA COUNTRY CLUB

The July meeting will be held at the beautiful Wayzata Country Club in Wayzata, Minn. Gary Kwas will host this meeting and he advises that the members of the MGCSA are invited to play golf. The first tee will be open to the members from 12:30 to 2:30 p.m. This will also be Minnesota Toro Day. They will display and demonstrate their equipment and the superintendents will want to take advantage of this opportunity.

After golf and a look at the Toro equipment there will be a social hour followed by dinner and a business meeting. Arrangements have been made for the Club to serve dinner for the nominal charge of \$6.00, including all (tax, gratuities, etc.)

There will be a business meeting after the dinner and there should be several things of interest to discuss as there was no June business meeting.

CALENDAR OF MEETINGS FOR THE BALANCE OF 1974

July 8 - Wayzata CC - Minnesota Toro Display	Oct. 14 - Monticello CC Monticello, Minn.
Aug. 12 - Owatonna Municipal GC Kromer Co. Display	Nov. - Open Turf Supply Co. and Milsco Engineering Display
Sept. 16 - Annual Tournament Rolling Green CC (See entry form below)	Dec. 3-4 - Pesticide Seminar Dec. 5-6 - Annual Conference-Both at Normandy Motor Inn

Cost: Pesticide Seminar GCSAA Members \$40 plus meals. Non-Members GCSAA \$60 plus meals. GCSAA Members have priority. Maximum limit - 50 persons. Watch mail from GCSAA headquarters for application forms. Applications accepted on first come, first served basis.

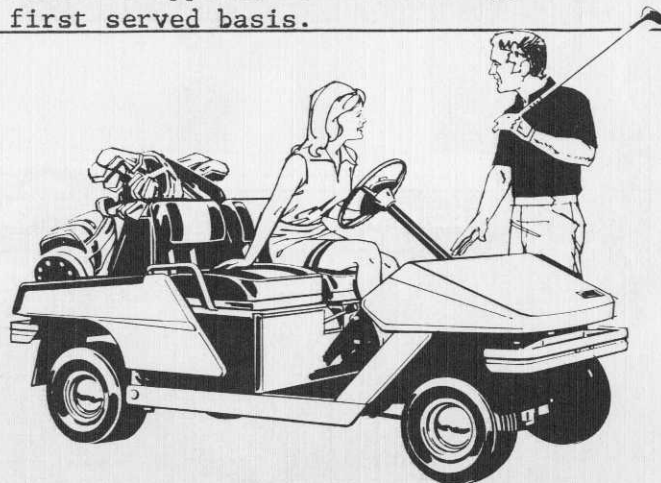
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MGCSA ANNUAL TOURNAMENT, ROLLING GREEN COUNTRY CLUB, HAMEL, MINNESOTA
MONDAY, SEPTEMBER 16, 1974

Registration must be received by Jim Wodash, 816 West William Street, Albert Lea, Minn., 56007, by Monday, Sept. 9, 1974. (Entries not received by that date cannot be accepted).

There will be two shotgun starts - one at 8 a.m. and one at 1 p.m.

Only 36 foursomes will be accepted for 1 p.m. starting time. All others will be assigned 8 a.m. starting time. Entry fee is \$15.00 per person and will include golf, dinner with tax and gratuities included. Add \$1.00 for each person wishing to play Blind Bogey.

Only one foursome per club will be accepted. Assistant Superintendent must play at 8 a.m. if not included in the Superintendent's foursome. Assistant Superintendents

CONTINUED ON PAGE 11