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Only a man would —

- enjoy wearing an old hat
- use profanity to show how tickled he is to meet an old friend
- believe that he is irresistible to the opposite sex
- turn first to the sports page of a newspaper
- walk into a store and buy the first thing he is shown
- enjoy cleaning a gun
- buy a suit so nearly like his old one
- forget his wedding anniversary
- brag while the barber cuts away undirected
- enjoy watching his automobile being repaired
- come back from an important dinner and not be able to know or name anything on the menu.

Plan An Effective Public Relations Program

What are you personally doing to improve your professional image and stature at 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