

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 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.

Reprinted from: *Fore Front*, published by the Golf Course Superintendents Association of America, 1617 St. Andrews Drive, Lawrence, Kansas. Executive Director—Conrad Scheetz; Editor—Douglad Fender.

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Thermometer location: official temperature reading five feet above ground in shade.

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## Dates to Remember

- |                                      |  |
|--------------------------------------|--|
| July 9                               | Family picnic—Eastern Shore  |
| August 8                             | Turfgrass research and equipment field day, University of Maryland Plant Research Farm |
| August 13                            | Beaver Creek Country Club<br>Host: Bert Yingling                                       |
| September 10                         | Joint Philadelphia meeting<br>Aronamick Country Club<br>Host: Ed Collins               |
| <del>September 18-19</del><br>Oct 8  | Suburban Country Club<br>Host: Robert Miller   |
| <del>October 8</del><br>Nov 12       | Laural Pines Country Club<br>Host: Gilbert Shapiro                                     |
| <del>November 12</del><br>Dec 10     | Eagles Nest Country Club<br>Host: Bill Emerson<br>Annual election meeting              |
| <del>December 10</del><br>Sept 18-19 | V.P.I. Field Days<br>Turf Research Center<br>Blacksburg, Virginia                      |