

# Turfgrass Student Bloggers "Link Up" at U of Guelph

Future leaders in the turf industry are practicing citizen journalism and making online connections with industry. The 30 diploma in turfgrass management students from the University of Guelph, class of 2011, are blogging about turf trends and expressing strong opinions concerning the industry.

about course renovations, the cosmetic pesticide ban and economic struggles in the turf industry.

"The blogs posted by the turfgrass students incorporate significant issues in the industry, says Rob Witherspoon, director of the associate diploma in turfgrass management. Adds communications

**Join the discussion – or simply drop in to learn more!** We've loaded the links of individual bloggers on our site, [www.sportsturfassociation.com](http://www.sportsturfassociation.com). **Also...** *Tweeting on turf: Linking social media with your business* will be presented at the 2010 Ontario Turfgrass Symposium. Visit [www.ots.open.uoguelph.ca](http://www.ots.open.uoguelph.ca) for all the details.

"Blogs and other internet-based communication is what golf course members are starting to expect from their superintendents," says student Matthew Eastman. "We're writing relevant stories and linking to turfgrass companies."

These students are tomorrow's golf course superintendents, lawn care specialists and sports field managers. Along with courses on soil, plant biology and equipment, they're taking communications and have started weekly blogs tackling turf issues. They're learning that blogging is an important tool in the turfgrass industry.

Every Thursday, class members take a field trip to a different destination in southern Ontario. They learn about problems, skills and new ideas about general turf maintenance. Some students have blogged



course co-instructor Owen Roberts: "The students are working hard to excel in effective communication techniques."

For more information, contact Rob Witherspoon, Program director, [robwith@uoguelph.ca](mailto:robwith@uoguelph.ca), 519-824-4120 (x 56886) or Owen Roberts, Communications instructor, [owen@uoguelph.ca](mailto:owen@uoguelph.ca), 519-824-4120 (x 58278). ♦



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