

# The Art of Blogging: Reaching Out to Membership at Your Facility

Joe Wachter, CGCS  
Glen Echo CC



The McGraw-Hill Companies

# BusinessWeek

MAY 2, 2005

www.businessweek.com

# Blogs

## will change your business

Look past the yakkers,  
hobbyists, and political mobs.  
Your customers and rivals are  
figuring blogs out. Our advice:  
Catch up...or catch you later.

[MORE ON PAGE 56 >](#)

More on blogs  
online only at  
[businessweek.com](#)

#### BLOGSPOTTING

Our new blog  
on blogs debuts  
online with  
Stephen Baker and  
Heather Green



#### PROFILE

The young  
blogger king  
of New York  
real estate,  
Lockhart Steele

#### CASE STUDY

How Stonyfield  
Farm's yogurt  
culture spreads  
through the  
blogosphere



#### SIX TIPS

Experts weigh in  
on the do's and  
don'ts of corporate  
blogging

[BusinessWeek](#) online

(click on my head)

seth godin's  
BLOG



“ Blogging is free, it doesn’t matter if anyone reads it; what matters is the humility that comes from writing it, what matters is the Metacognition of thinking about what you are going to say. How do you explain yourself to the few employees, your cat or whoever is going to look at it? How do you force yourself to describe in three paragraphs why you did something?”

Seth Gobin  
Entrepreneur and author



“No single thing in the last 15 years professionally has been more important in my life than blogging. It has changed my life, it has changed my perspective, it has changed my intellectual outlook, it’s changed my emotional outlook - and it’s the best damn marketing tool by an order of magnitude that I have ever had, and its free.”

Tom Peters  
Co Author of ‘In Search for Excellence’  
and Management Guru

# Forms of Communication

- Personal interaction
- Newsletters
- Bulletin boards
- Email blasts/website postings

# Where and How Do I Start?

[Gcm.typepad.com](http://Gcm.typepad.com)



WORDPRESS



MOVABLE TYPE™

# BLOG SUBJECTS

## Various cultural practices:

- Mowing
- Fertilizing
- Spraying
- Irrigation
- Aeration



## Glen Echo Country Club Golf Course Management

Maintenance and renovation practices at the oldest golf club west of the Mississippi

**Thursday, July 1, 2010**

### **Needle tining/venting greens**

We made our 2nd needle tining/venting of our greens this week. It was great timing to vent our greens during this week of cooler weather. The last few weeks have been a little stressful for our greens with the high heat and humidity. Here is the link to the last post regarding our [needle tining](#) and what we hope to achieve using this process. Our next venting will be toward the end of the month after the Invitational.

**Assistant Skip got the honors of riding the tractor for about 2 days of needle tining work.**



**The verti-drain aerator doing its work. A very non-disruptive practice but very beneficial for our turf.**



**Glen Echo Country Club**

### **Welcome to the Glen Echo Country Club Golf Grounds Maintenance Blog**

The Glen Echo Grounds Maintenance blog is designed to provide our membership with regular updates of cultural practices being performed on the golf course. Pictures and or video will be utilized to assist me in explaining a process that is being used to manage the turf at Glen Echo. Construction projects will also be documented on this blog. In depth discussion regarding our cultural practices including but not limited to aerification, fertilization, mowing, and other practices. Please contact me with any questions and or comments at [jwachter@gecc.org](mailto:jwachter@gecc.org).

### **About Me**



Joe Wachter CGCS  
St. Louis, Missouri, United States

[View my complete profile](#)

[Geccgcm.blogspot.com](http://geccgcm.blogspot.com)

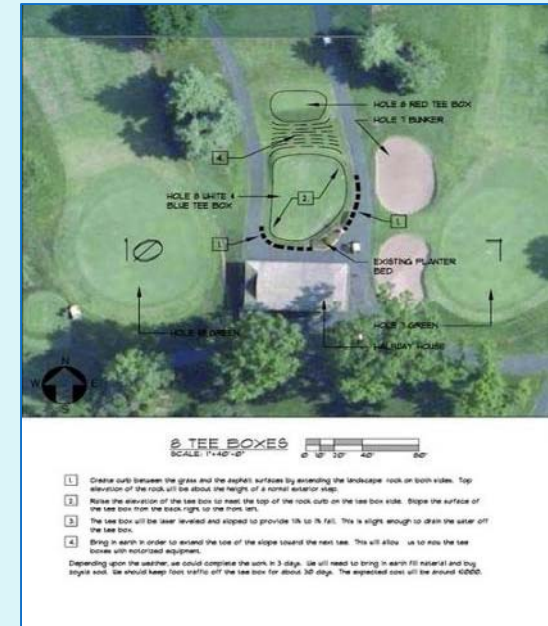
### **GROUNDS STAFF**

Joe Wachter CGCS Superintendent

Mike Walerius 1st Asst Supt.

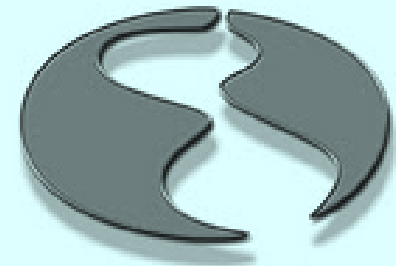
# Projects

- Rebuilding tees
- Drainage/irrigation
- Roads and paths



# Other Golf-Related Subjects

- Education events
- Other work areas  
(landscapes, tennis courts)
- Weather statistics
- Wildlife/nature



golf industry show



# LAST BUT NOT LEAST - OUR STAFF

Show them in action.

Identify them by name and title.

**Give them the credit they deserve!**



## Key Points to a Successful Blog

- Post on a regular basis.
- Keep posts to a single subject.
- Two to three paragraphs.
- Use pictures/video and links.
- The blog is the property of my members.

## Benefits to Blogging

- Staff and green committee are informed.
- Immediate, informative and available to a large audience.
- Visual aids tell the story.
- Wait for no one except myself!
- Improves ability to communicate.

**Thank you:**

**GCSAA**

Heidi Karn Barker

**Members of Glen Echo  
and my staff**

**My peers:**

Craig DeJong

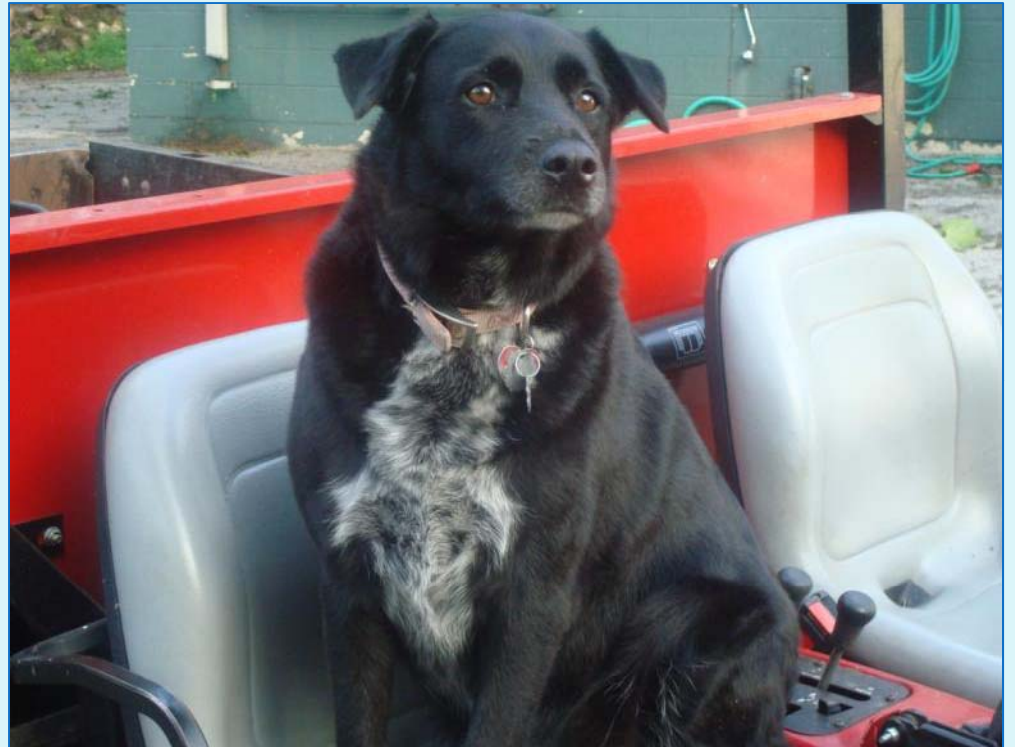
Sean McCue

Dean Rollie

Justin C. Ruiz, CGCS

David Soltvedt, CGCS

Chris Tritanbaugh



**Lady**

Joe Wachter, CGCS  
Geccgcm.blogspot.com  
[jwachter@gecc.org](mailto:jwachter@gecc.org)