

Your
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TO PROFITABILITY

GCSAA EDUCATION CONFERENCE
ORLANDO, FLORIDA
FEB 7-11
2011
AND THE GOLF INDUSTRY SHOW



A map of Florida is shown in the top left corner. A pushpin is stuck into the map, and a circular stamp is placed over it. The stamp contains the text: "GCSA EDUCATION CONFERENCE", "ORLANDO, FLORIDA", "FEB 7-11", "2011", and "AND THE GOLF INDUSTRY SHOW".

Communications Hot Topics

The Social Scene: Facebook, Twitter, blogs and other social media

Scott Hollister
GCM Editor-in-chief



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What is social media?



“Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many).”

— Wikipedia



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From the desk of GCM
The official blog of GCSAA's Golf Course Management magazine

Presented in Partnership with:

Catching golf course maintenance's good side

At GCSAA, we're always in need of good photography of the golf course management industry. Whether they're used on our website, in marketing materials or the pages of GCM, I can tell you from hard-earned experience that you can never have enough photos of the job that superintendents and their teams do each and every day.

That's why we took advantage of this week's stay at PGA National Resort and Spa in Palm Beach Gardens, Fla., for the 2011 GCSAA National Championship and Golf Classic to conduct a photo shoot each of the last two mornings, capturing anything and everything related to the practice of golf course maintenance. With the help of director of agronomy Lukus Haney, his individual course superintendents and well-known golf photographer Montane Pritchard, we took to the course early each day (to you guys really get up that early every day?) to capture everything from lawn mowing and top outting to equipment washing, staff meetings and interaction with golfers.

Continue reading "Catching golf course maintenance's good side" »

Posted by Scott Holston on February 03, 2011 | [Facebook](#) | [Comments \(0\)](#)

With Course & Field Details

Most golf courses have finished the budget process by 2011. How did your maintenance budget make out?

What's keeping you? Is maintenance budget a bigger or 2011 than it was in 2010?

11.2%

What's your plan for maintenance budget in 2011? Is it a 2011?

11.2%

Are you planning on doing a major maintenance budget in 2011? How much is it?

17.7%

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A Sure Bet

A winner!
That's what you get with the Four Seasons Golf & Spa Club. They're

GCSAA executive director steps down

Paul Foley, who has served as the executive director of the Golf Course Builders Association of America for the past five years, announced today that he is retiring from that position at the end of this month. Justin Apel, the group's current assistant executive director, will take his place.

"When I took this position five years ago, my mission was to leave the GCSAA better than I found it," Foley said. "I'm satisfied I've effectively reached that goal and I am confident the association will continue to thrive under Justin's guidance."

The complete press release from the GCSAA follows:

GCSAA Executive Director Foley to Retire

Become a Fan

Glen Riddle Maintenance

Wednesday, January 26, 2011

In the words of Daniel Plainview: Drainage!!!

During the last couple of weeks we've been spending quite a bit of time adding additional drainage lines in both courses at Glen Riddle. Though the existing drainage system here is superb, (it has to be to handle the amount of rain we get every year) we still find we have areas that will be very slow to dry out after a rain event. We've spent the most time on the 4th fairway of Blue G Hole.

This follows the next trouble with drainage and more. See notes to the

ABOUT ME

Craty Backley
Bella, Maryland, United States

I am currently an Assistant Superintendent beginning my second season at Glen Riddle. My goal is to provide our members and guests with the best possible playing conditions and to have fun in the process. If you have questions or comments about this blog contact me at c.backley@riddlegolf.com.

Blogs

Search this blog

TURF DISEASES

GOLF COURSE DISEASE UPDATES
By UNIVERSITY PROFESSORS

winter injury, one more resource

Posted by Megan at 2:03 PM Friday, January 28, 2011 | Labels: [Dutch Central](#), [winter injury](#)

Labels | [Be the first to give feedback on this post.](#)

Well, I've finally calmed down from the Packier victory against the Bears on Sunday. Whoa! I do have to admit, I'm excited mainly because I knew everyone back in my home state of Wisconsin is excited, not because I am a major follower of football. Poor little Jerry Kerns, Chicago boy, is in a sea of green-and-gold.

(Pittsburgh native) and I have discussed some type of wages... keep posted. You might be late in a drowshead, dancing a B.J. Rag style dance. I'm sure John can link us up with

Recent Posts

Wednesday, June 24, 2009

WOW! I've finally calmed down from the Packier victory against the Bears on Sunday without a...

Labels | [Be the first to give feedback on this post.](#)

Call throughout the Northeast

I just returned from a trip to the Dutch International Golf Championship Association (DIGA).

Professor, Holstede, and Time-Mat

I'm an associate professor for some courses this week and one of the things I have mentioned is...

Rag Touchdown + Victory Dance! [HD]

148 views

ABOUT THE AUTHORS

[John Kaminski](#)
[Megan Kennedy](#)
[Jim Kerns](#)
[Lane Threlway](#)

2011 GCSAA Education Conference and the Golf Industry Show



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Why use blogs as a communications tool?

- Easy to create and maintain
- Flexible
- They're popular; Your golfers have already accepted them and use them
- You control the message
- Encourages conversation and feedback





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Superintendent bloggers

- Northland CC, Duluth, Minn.
<http://www.northlandgrounds.blogspot.com>
- Pine Tree GC, Boynton Beach, Fla.
<http://www.pinetreegm.blogspot.com>
- Dedham (Mass.) Country and Polo Club
<http://mstachowicz.wordpress.com>
- Corral de Tierra (Calif.) CC
<http://corralmaintenance.blogspot.com>
- Chicago District Golf Association Turfgrass
<http://www.cdगतurf.com>
- Golf Course Disease Updates
<http://www.turfdiseases.blogspot.com>
- Glen Echo CC, St. Louis, Mo.
<http://www.geccgcm.blogspot.com>
- The Minikahada Club, Minneapolis, Minn.
<http://minikahdagrounds.blogspot.com/>
- The Rim GC, Payson, Ariz.
<http://therimgolfclub.blogspot.com>
- BASF Turf Talk
<http://www.basfturftalk.com/>





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How GCSAA is using blogs

- From the Desk of GCM
- Launched in 2005; first full-time blog in golf course management industry
- Behind-the-scenes reports; breaking news; GCSAA news





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From the desk of GCM
The official blog of GCSAA's Golf Course Management magazine

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TEE 2 GREEN

Catching golf course maintenance's good side

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[Continue reading "Catching golf course maintenance's good side" »](#)

Posted by Scott Hollister on February 03, 2011 | [Permalink](#) | [Comments \(0\)](#)

GCBAAs executive director steps down

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"When I took this position five years ago, my mission was to leave the GCBAAs better than I found it," Foley said. "I'm satisfied I've effectively reached that goal and I am confident the association will continue to thrive under Justin's guidance."

The complete press release from the GCBAAs follows:

GCBAAs Executive Director Foley to Retire

Online Surveys & Market Research

Most golf courses have finished the budget process for 2011. How did your maintenance budget make out?

We're looking good: My maintenance budget is larger in 2011 than it was in 2010

11.8%

Status quo for me: My maintenance budget is virtually the same in 2011 as it was in 2010

41.2%

Still tightening our belts: I have a smaller maintenance budget in 2011 than I did in 2010

47.1%

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http://gcm.typepad.com



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Why use Twitter as a communications tool?

- Quick, straight-forward tool
- Focused messaging a necessity; you have to get your point across
- Flexibility
- Growing, popular community





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Orlando

Superintendents on Twitter



<http://twitter.com/greensuper>



<http://twitter.com/StoneCreekSuper>



<http://twitter.com/JohnKaminski>



<http://twitter.com/czugel>





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How GCSAA is using Twitter

- GCSAA (@gcsaa)
- GCSAA Media (@gcsaamedia)
- GCM (@GCM_Magazine)





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Orlando

twitter Search Home Profile Messages Who To Follow GCM_Magazine

GCSAA
@GCSAA Lawrence, KS
The official Twitter feed of the Golf Course Superintendents Association of America
<http://www.gcsaa.org>

Following Message

Timeline Favorites Following Followers Lists

NTurf Tim Vanini **13** by GCSAA
Penn State Launches an Online Master's Degree in Turfgrass ...
<http://bit.ly/gBdR11>
5 hours ago

GCSAA GCSAA
@johnkaminski 330 participants at GCSAA National Championship & Golf Classic
5 hours ago

GCSAA GCSAA
New on GCSAA TV: Bench testing for hydration, infiltration, presented by **@Precision_Labs** <http://bit.ly/fmxeYS>
2 Feb

GCSAA GCSAA
All kinds of good stuff at www.gcsaa.tv RT **@TURFHUGGER**: What does the term "Wetting Agent" really mean? - <http://goo.gl/SQ48D>
2 Feb

About @GCSAA

39 Tweets 23 Following 32 Followers 1 Listed

Connections

Also followed by **@LSolem**, **@ECC_Grounds**, **@CrownisleGreens**, and more.

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<http://twitter.com/gcsaa>





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GCSAA Communications
@GCSAAmedia Lawrence, KS
The Golf Course Superintendents Association of America is a leading golf organization and has as its focus golf course management.
<http://www.gcsaa.org/news/default.aspx>

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Timeline Favorites Following Followers Lists

GCSAAmedia GCSAA Communications
27 GCSAA partners recommit to Partner Recognition Program
<http://bit.ly/ldqGlx>
1 Feb

GCSAAmedia GCSAA Communications
Online media reg 4 Golf Industry Show closes Feb 2, on-site reg opens Feb. 7. Nick Price, Judy Rankin available 2 media
<http://bit.ly/i2T9pa>
31 Jan

GCSAAmedia GCSAA Communications
Plotts has TPC Scottsdale ready for @WMPPhoenixOpen
www.gcsaa.org/golfers
31 Jan

GCSAAmedia GCSAA Communications
GCSAA media clips for the week <http://bit.ly/hCMDDBB>
28 Jan

About @GCSAAmedia
394 Tweets 18 Following 753 Followers 33 Listed

Connections
Also followed by @GCSAA, @nickgadd, @GrassJedi, and more.

You both follow @GCSAA, @RonWhittenGD, @GolfSupers, and more.

Following 18

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Jamie Bossert
- iCafeLawrence · Follow
iCafe Lawrence
- Genovesetalian · Follow
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<http://twitter.com/GCSAAmedia>





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The screenshot shows the Twitter profile for GCM_Magazine. The profile name is GCM_Magazine, with the handle @GCM_Magazine. The bio states it is the official publication of the Golf Course Superintendents Association of America and provides a website link: <http://www.gcsaa.org/GCM/Default.aspx>. The profile statistics are: 1,611 Tweets, 353 Following, 636 Followers, and 30 Lists. The 'Following' section shows several user avatars, and the 'Followers' section shows a larger group of avatars. The 'Similar to You' section lists GCMmagazine and GCSAAbrk. The timeline shows four recent tweets from GCM_Magazine, including one about a blog post on golf course maintenance, one replying to @JohnKaminski about digital GCM problems, one about a staff meeting for the GCSAA National Championship and Golf Classic, and one replying to @JohnKaminski about running into problems.

http://twitter.com/GCM_Magazine





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Information

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GCSAA Still need lodging or other travel accommodations in Orlando? Use Golf Industry Travel for the best rates available and great service!
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 15 minutes ago · Share

GCSAA Time to get your show on! Online registration for the 2011 Education Conference & Golf Industry Show closes tomorrow, Feb. 3, at 5 p.m. (Central).
<http://www.gcsaa.org/conference/registration/>
19 hours ago

Julie Leyba Sigourney likes this.

GCSAA This just in: Paul Foley, executive director for the Golf Course Builders Association of America, is retiring. Justin Apel, the group's current assistant executive director, will step into the position. Get the rest of the scoop from the GCM blog!

From the desk of GCM: GCBAA executive director steps down
gcm.typepad.com
Paul Foley, who has served as the executive director of the Golf Course Builders Association of America for the past five years, announced today that he is retiring from



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Why use Facebook as a communications tool?

- Simplicity and flexibility
- Access a large audience that will opt in
- Target messages that will go out in multiple formats
- Accessible across platforms including mobile platforms





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22 Friends Like This

6 of 22 Friends See All



Tracy Adair Derner



Bill Parker



Anthony Williams



Darcy DeVictor Boyle



Alex Hollister



Caroline Koch Gollier

1,174 People Like This



Steven Fisher



Cameron Smith



Steven Chernosky



David



David



David

GCSAA Time to get your show on! Online registration for the 2011 Education Conference & Golf Industry Show closes tomorrow, Feb. 3, at 5 p.m. (Central). <http://www.gcsaa.org/conference/registration/> on Wednesday

Wall Info Photos Discussions

Share: Post Photo Link Video

Write something...

GCSAA + Others Just GCSAA Just Others



GCSAA The GCSAA National Championship & Golf Classic is nearly underway! The senior maintenance staff at PGA National has the course in great shape and ready for some awesome competition starting tomorrow, Feb. 4, with the Four-Ball Mixer. Stay tuned to GCM's blog for updates from Palm Beach! <http://gcm.typepad.com/>



7 hours ago · Unlike · Comment · Share

You and Jeffrey Ray Byler like this.

Write a comment...



GCSAA Superintendents, want a chance to win an iPad? To celebrate its 50th anniversary, Turfco is giving away 10 of the devices -- one a month though the end of this year. Register to win today! <http://www.turfco.com/50years/>



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With the retirement of the Color Coded Threat Level Scale imminent, Conan invents a new solution using only Nicolas Cage movie clips!

The Carrier of the Mark



Coming soon, the book publishers found on a writing website. Check out the amazing story here!

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Jetsetter





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Create a Page Badge from our new Widget Center. Page Badges let you quickly and easily share your basic Page information across the web.



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Information

About:
GCM is the official monthly publication of the Golf Course Superintendents Association of America.

Insights

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0 Daily New Likes
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0 Daily Post Feedback

Insights are visible to page admins only.

Golf Course Management

- Get Started Wall Info Photos Discussions +

Share: Status Photo Link Video

Write something...

Golf Course Management + Others Just Golf Course Management Just Others Spam Settings

Golf Course Management New on the GCM blog! Catching golf course maintenance's good side http://bit.ly/ick6rx
1 Impressions - 0% Feedback
8 hours ago via Twitter - Like - Comment - @GCM_Magazine on Twitter

Golf Course Management Staff meeting as we get ready for start of GCSAA Natl Champ and Golf Classic tomorrow. Four-ball first up. #gis11 http://twitpic.com/3w4vqt
2 Impressions - 0% Feedback
11 hours ago via Twitter - Like - Comment - @GCM_Magazine on Twitter

Golf Course Management OK, let's try this photo again. Landscaped properly this time. http://twitpic.com/3w2s9a
7 Impressions - 0% Feedback
15 hours ago via Twitter - Like - Comment - @GCM_Magazine on Twitter

Golf Course Management Crews hard at work on Champion Course @ PGA National, site of GCSAA Natl. Champ this weekend. #gis11 http://twitpic.com/3w2nhr
3 Impressions - 0% Feedback
15 hours ago via Twitter - Like - Comment - @GCM_Magazine on Twitter

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Like - Scott Hollister likes this.



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