

Your
PASSPORT
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, with a pushpin stuck into it. A green circular stamp is overlaid on the map, containing the text "GCSAA EDUCATION CONFERENCE", "ORLANDO, FLORIDA", "FEB 7-11", "2011", and "AND THE GOLF INDUSTRY SHOW".

Communications Hot Topics

It Ain't Easy Being Green

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Communicating Sustainability

- “Sustainability” is the new “green.”
- What does sustainability mean
- Broader perspective than just the environment
- Focus is on continuous improvement, not a point in time.





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Challenges

- Changing societal norms
- Audience perspectives
- Green washing concerns
- Misinformation/Lack of data
- Business case
- Environmental special interests highly organized





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Do I Have To?

- Do you feel lucky?
- The eye in the sky don't lie
- An ounce of prevention is worth a pound of cure
- Influence public policy and perception





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Key messages

- Audience/Purpose/Message structure
 - Limit to 3 to 5 easy to communicate
 - Write them down and share them
 - Who can say what?
- Focus on continuous improvement
- Seek first to understand, then be understood
- Transparency
- Practice





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Focus on What Is, Not What Isn't

- Golf courses are not nature preserves
- Golf facilities deliver widespread benefits
 - Businesses that deliver tax receipts, provide employment, increase property values, generate charity dollars
 - Serve as a valuable professionally managed green space
 - Offer citizens an opportunity to recreate and socialize.





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Key strategies and tactics

- Build alliances to seek third party validation
 - Adopt a program and market it
 - Invite outside “experts” and/or volunteers to help
- Data is king: share it
- Get them on your turf
- Build and enlist facility and golfer support
- Extend your reach





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Key strategies and tactics

- Utilize photos and video to tell your story
- Utilize the various social media outlets such as facebook, twitter, blogs, etc.
- Seek non-mainstream media or niche communications
- Document improvement and changes
- Reach out to GCSAA for assistance





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Questions?

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golf industry show