



The golf course superintendent's role in Women's Golf Month activities.

Your GCSAA golf source superintendent is a great resource to educate Women's Golf Month participants not only on maintenance practices at your facility, but also on the environmental benefits that golf courses provide to the communities they serve.

Tours of the course and information about how its maintenance practices affect their golfing experience can be a real eye-opener for participants. The GCSAA golf course superintendent can be a vital part of your Women's Golf Month activities:

- As a part of welcoming events. As part of the facility's leadership team, the superintendent should be on hand to welcome and interact with golfers.
- Through tours of the golf course and the maintenance facility. There is no better way to give golfers a complete picture of course and how its sustainable efforts are benefitting the environment and the community while providing a great golf experience.
- Provide daily tips or facts throughout the month on the facility's Web site or social networking vehicles.
- Developing presentations on various maintenance topics. Quick presentations or speeches on maintenance and environmental issues, can focus on different areas of the operation throughout the month.
- Demonstrating etiquette issues that help make a better golf experience for everyone, including ballmark repair and divot replacement.
- Highlight sustainability efforts. Show specific examples of the facility's environmental attributes and how golfers can adapt them for use in their own lives.
- Be a source for golfers. Simply being visible to answer golfers questions can demonstrate how the entire facility is dedicated to providing great golf conditions and a welcoming environment for its women golfers.

GCSAA provides many tools and resource for superintendent to use to educate and inform golfers at www.gcsaa.org. And for sustainability, visit the site of Golf's Drive Toward Sustainability, a industry-wide effort lead by GCSAA and it's philanthropic organization, The Environmental Institute for Golf at www.eifg.org/sustainability.