

# THANK A GOLF COURSE SUPERINTENDENT WEEK

MAY 8 - 14



## Why is this week important?

- *It's Thank A Golf Course Superintendent Week! We are driving awareness this week of the great contributions Golf Course Superintendents make to the game of golf.*
- *Superintendents skillfully manage the largest and most valuable asset of every golf facility – the golf course.*
- *Most golfers say well-maintained greens and bunkers are the most important aspect to their enjoyment and satisfaction in playing the game of golf.*
- *Thanks to the efforts of superintendents, we now have turf that needs less water, is more sustainable, and offers natural wildlife habitats on our courses.*
- *We are proud of the role they play in providing excellent playing conditions for this great game.*

## Talk to us about what a superintendent does and why that role is so valuable.

- *Today's GCSAA superintendent is an educated leader with a broad base of facility management skills. They are trusted stewards of the land and oversee a facility's largest financial asset.*
- *Not only do superintendents manage all labor, materials and costs associated with keeping the course at its finest, they are also involved in the business-related activities of the facility including staffing and training.*
- *Superintendents strive to keep the environment safe while keeping their courses healthy and beautiful.*
- *Golf course superintendents are also environmental stewards. They guide courses to adopt water conservation practices, reduce irrigated acreage and use innovative technologies, such as targeted irrigation systems and ground moisture measurement tools, along with weather monitoring systems, providing the science to water only when and where it is needed.*

**The Golf Course Superintendent's Association of America, through its charity, the Environmental Institute for Golf, has made several key environmental issues priorities for advocacy in the past few years. How much headway have superintendents made to further the cause?**

- *Through governmental affairs involvement, professional education and public information, the golf industry promotes environmental responsibility as a widespread industry practice.*
- *When we talk about environmental issues, we're focused in on water usage, waste management, turfgrass advances, best management practices and environmental stewardship.*

#### *Water Usage:*

- *Through the diligent work of superintendents, golf courses reduced water use by nearly 22 percent from 2005 to 2013, saving \$150 million.*
- *Golf courses continue to increase the use of recycled water, which now accounts for more than 25 percent of all water used on golf courses.*
- *Best management practices for golf courses include water conservation and drought management plans.*

#### *Waste Management:*

- *A growing number of courses are turning food waste into organic compost for the golf course and landscaped areas.*
- *olf courses continue to reduce their carbon footprints with recycling programs.*

#### *Turfgrass Advances:*

- *The golf industry spends millions of dollars on turfgrass research each year.*
- *Courses are continually investing to identify drought-tolerant grasses, so as golf courses continue to use less water, the turf can be healthier while playing firmer and faster.*
- *Turfgrass studies have yielded saltwater tolerant grasses and grasses that are more drought resistant.*

#### *Maintenance Practices:*

- *Golf course superintendents are setting the standard on best management practices.*
- *Through these efforts, golf courses have reduced the acreage of irrigated turf, and increased buffer zones and natural areas for wildlife habitats.*
- *Advancements now allow for targeted irrigation and scientific soil testing to read moisture content of the soil.*

#### *Ecological Health Benefits:*

- *Golf courses account for more than two million acres of green space in the U.S.*
- *More than 70 percent of acreage on an 18-hole golf course is considered green space that provides benefits to the ecosystem, reduces maintenance and supports wildlife habitat, including protected species.*
- *Thanks to the efforts of golf course superintendents, we now have turf that needs less water, is more sustainable, and offers natural wildlife habitats on our courses.*

#### **Who have you heard from already in the TAGCS campaign?**

- *Legendary greenkeeper and four-time Open champion Tom Morris is featured in commercials thanking golf course superintendents. As you know, Morris is the father of modern greenkeeping and cared for the historic St. Andrews course for more than 40 years.*
- *We've also had a lot of support from top players and celebrities, including Jordan Spieth, Justin Timberlake, Jack Nicklaus, Rory McIlroy, Charles Barkley, and many more.*
- *So if you love golf like I do, then thank a golf course superintendent! You can tip your cap to your home course superintendent, or give them a shoutout on social media, using #ThankASuper.*

