

## Communicating With Today's Golfers

By [Zach Nicoludis](#), agronomist, Central Region



While superintendents have a good understanding of the reasoning behind maintenance practices, many golfers do not. This makes communication a key component in the skill set of a successful superintendent. Effective communication can help you educate golfers and decision-makers, build relationships and defuse problematic situations. While there are many technology tools that can assist with communication, face-to-face conversations also play a key role in successful communication. This article will help you improve your communication skills and develop a facility-wide strategy for educating and informing golfers.

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## Multimedia Content

### Course Care Video



#### Royals, Chiefs and Beyond: USGA Expertise Assists the Pros

The benefits of USGA-funded turfgrass research extend beyond golf. Improved grasses are being used at famous stadiums like the homes of the Kansas City Chiefs, Royals, and Sporting KC.

[Watch Video](#)

### Podcast

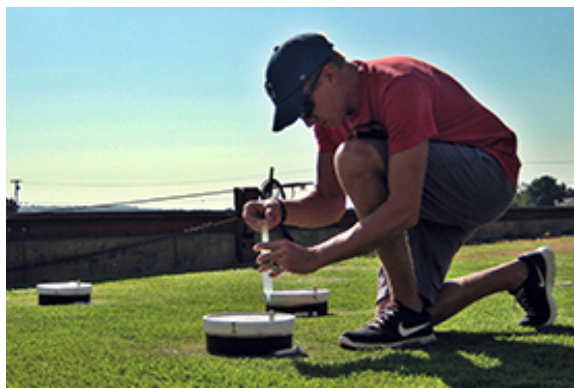


#### ASGCA Insights Podcast with USGA's Hunki Yun (Episode 13)

Hunki Yun joined the ASGCA Insights podcast to discuss how the Green Section is helping courses overcome a wide range of challenges, improve the golfer experience and benefit communities.

[Listen Now](#)

## Research You Should Know



#### Management Practices Can Reduce Greenhouse Emissions

Recent research shows that specific golf course management practices can help reduce greenhouse gas emissions and enhance carbon sequestration while saving time and money.

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## Fore The Golfer



#### The Course Seems Wet Yet It Hasn't Rained in Weeks

Don't be surprised if you find a few wet spots on the golf course during a drought. The irrigation system is working hard to offset the lack of rain, but it doesn't always work perfectly.

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## Regional Updates



### West Region

If you're currently posting green speeds at your course, this may be the perfect opportunity to reduce touch points and misplace the sign permanently. Otherwise, think before you post.

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### Northeast Region

Minimal rain in the last few weeks has provided ideal golf conditions. Dry weather presents challenges but, all things considered, it has been a great stretch for golf in the Northeast!

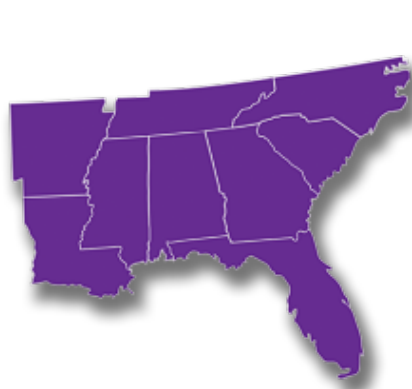
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### Central Region

Summer has arrived and so has drought-stressed turf. There's no better time to make sure your irrigation system runs as efficiently as possible.

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### Southeast Region

Though they garner a lot of attention and angst, the vast majority of nematode species in soil can benefit turfgrass health.

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