

THANK A GOLF COURSE SUPERINTENDENT WEEK

MAY 8 - 14



*We're calling on our partners and members to join us for
a week to honor our Golf Course Superintendents.*

TIPS- HOW YOU CAN HELP

Included in this toolkit are assets you can use on your own social channels. You may take them verbatim, add your own spin, or use them as inspiration for your own creativity... It's up to you! Some of the content included is intended to be used by courses, while others are catered to the general public. We encourage you to share personal stories, spotlight your course superintendent and motivate your fans and followers to do the same! Part of what makes this week so great is hearing from local chapters and their members about the impact their superintendent has on their course. Our goal is to educate golf enthusiasts on a superintendent's dedication to best management practices and to ultimately help them feel appreciation from their community and nationwide. Be sure to use the hashtag **#ThankASuper** in all of your posts. This helps grow our initiative and ensures supers can be seen across the country!

WHY THANK A GOLF COURSE SUPERINTENDENT WEEK?

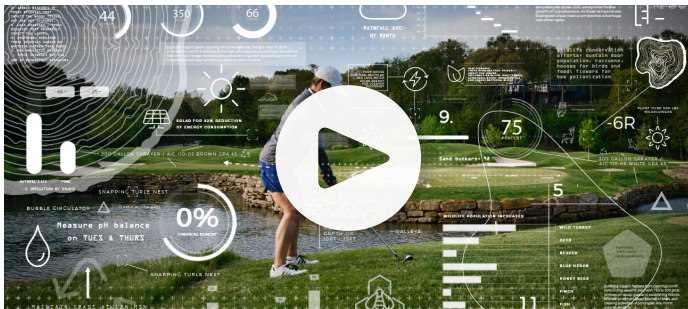
Today's GCSAA superintendent is a highly educated expert with a broad base of facility management skills. They manage all labor, materials and costs associated with keeping the course at its finest and are also involved in the business-related activities of the facility, including staffing and training. On top of that, and most importantly, golf course superintendents are also environmental stewards. Thanks to their efforts, we now have turf that needs less water, is more sustainable, and offers natural wildlife habitats on our courses! All of this helps ensure a great experience, exceptional putts, and maybe a hole in one, or two.



Dropbox

PLEASE SHARE OUR VIDEOS & IMAGES!

We will be sharing a three-part video series on our Facebook and Twitter pages (@GCSAafb/@GCSAA). We encourage and would appreciate you to share these videos on your pages! You can expect to see them posted in the morning on Monday, May 8th, Wednesday, May 10th and Friday, May 12th.



Video #1 While you're focused on your next swing, a superintendent's thoughts are dedicated to ensuring each hole is well maintained for the new day. They're stewards of the scenery, leaders on the links, and the superintendent of your golf course. #ThankASuper

Video #2 Mowing the green and cutting cups aren't even the half of it. Golf course superintendents study the science that goes into creating an enjoyable course. From finding the best turfgrass to estimating evapotranspiration, their knowledge is unmatched. Be sure to #ThankASuper.

Video #3 A golf course is only as beautiful as its surroundings. Superintendents not only maintain the course, but manage the habitat around it as well. They strive to keep the environment safe while keeping their course healthy. #ThankASuper

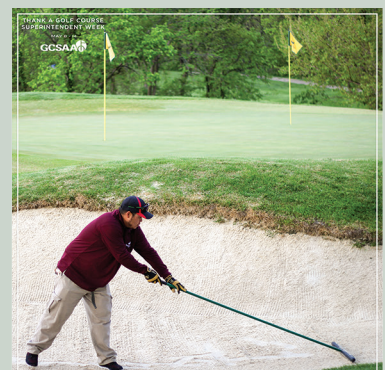
Image Posts Do you have a favorite hole to play at our course? What makes it so special? Let us know, it's a great way to #ThankASuper!

It's Thank a Golf Course Superintendent Week! Share this post to tip your cap to your superintendent. #ThankASuper

It's time for a Superintendent Spotlight. Do you know our superintendent? Share a story or a fun memory to #ThankASuper!

The first on the course and the last to leave the facility, golf course superintendents put blood, sweat and tears into manicuring the perfect course. #ThankASuper

Open up the office: ☒ Check the bunkers on #3: ☒
Mow the #9 green: ☒ Have breakfast: ☒
Get someone to cut the cup on #12: ☒
And you thought your morning was busy? #ThankASuper





TWITTER & SUGGESTED TWEETS

PLEASE USE THE HASHTAG
#ThankASuper
TO HELP SPREAD THE MESSAGE!

Feel free to pair these with any of the images provided or use your own!



THANK YOU!

Thank you for joining us in honoring our amazing and dedicated golf course superintendents! We are proud of the role they play in providing excellent playing conditions and elevating the game. Thank a Golf Course Superintendent Week is a unique time for all golfers, golf enthusiasts and clubs to recognize their superintendents and the vital role they play in the life of the golf course. Please join us in thanking our supers by sharing photos, videos and stories of memorable moments out on the course.

- GOLF COURSE SUPERINTENDENTS
ASSOCIATION OF AMERICA



YourNameHere @YourNameHere

2 hrs

Do you have a favorite hole to play at our course? What makes it so special? Let us know, it's a great way to #ThankASuper!



YourNameHere @YourNameHere

3 hrs

First on the course & last leaving the facility. superintendents put blood, sweat & tears into manicuring the perfect course. #ThankASuper



YourNameHere @YourNameHere

5 hrs

Superintendents do it all, from mowing the course to cutting new cups, managing costs and finding ways to conserve water usage. #ThankASuper



YourNameHere @YourNameHere

6 hrs

RT to tip your cap to your golf course superintendent! #ThankASuper



YourNameHere @YourNameHere

8 hrs

Today's golf course superintendent is a trusted steward of the land and oversees a facility's largest financial asset. #ThankASuper



YourNameHere @YourNameHere

11 hrs

Open the office: ☒ Greens mowed: ☒
Sprinklers on: ☒ Put schedule together: ☒
Eat breakfast: ☒ #ThankASuper



YourNameHere @YourNameHere

13 hrs

By the time you wake up, a golf course superintendent has already been hard at work setting up the course for the day. #ThankASuper



YourNameHere @YourNameHere

15 hrs

Superintendents are instrumental in having turf that needs less water, is more sustainable and offers wildlife habitat. #ThankASuper



YourNameHere @YourNameHere

16 hrs

When you get out of the office for a round of golf, you're stepping into their office. #ThankASuper



YourNameHere @YourNameHere

18 hrs

Through the diligent work of superintendents, golf courses reduced water use by nearly 22% from 2005-2013 & saved \$150 million. #ThankASuper



YourNameHere @YourNameHere

20 hrs

Superintendents are educated leaders with broad-based facility management skills and they are trusted stewards of the course. #ThankASuper



YourNameHere @YourNameHere

21 hrs

Greenkeeper, Turf Manager, Head Honcho, Boss; whatever you call your superintendent, be sure to thank them for all they do! #ThankASuper