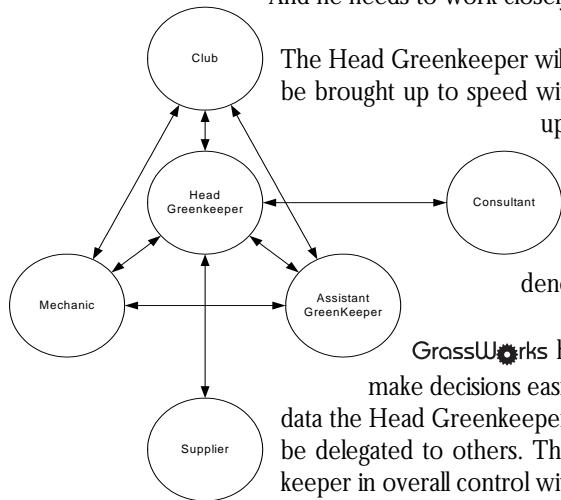


Greenkeeping at the Centre of Communication

Head Greenkeepers have an awkward job. As well as their technical knowledge, they must administer and propose budgets, manage staff, and deal with the multitude of jobs that occur on a day to day basis. Although most club members might not realize it, it's the Head Greenkeeper that keeps a club running.

The Head Greenkeeper is therefore at the centre of the communications of a club. He needs to keep the club happy whilst working within budgetary constraints set by the Board. He needs to work along side the Mechanic to ensure equipment is working efficiently. And he needs to work closely with his assistant greenkeeper to ensure the course is in excellent condition.



The Head Greenkeeper will also work with people external to the club. Consultants such as agronomists need to be brought up to speed with any issues with the course, and any resulting recommendations need to be acted upon. The Head Greenkeeper should also develop relationships with suppliers to ensure he has knowledge of products he might need for his course.

Managing this communication effectively is a difficult task in itself. The best way a greenkeeper can communicate his decisions and opinions is through facts and evidence. Collecting these facts in an ad hoc fashion is time consuming and error prone.

GrassWorks has been designed to give the Head Greenkeeper the facts he needs. And these facts make decisions easier to justify and improve communications. Importantly, GrassWorks only collects the data the Head Greenkeeper needs for the particular job at hand, and even more importantly allows these jobs to be delegated to others. This allows people to feel in control of their work, but also keeping the Head Greenkeeper in overall control without that mindless tedium of entering pointless data into a piece of software.

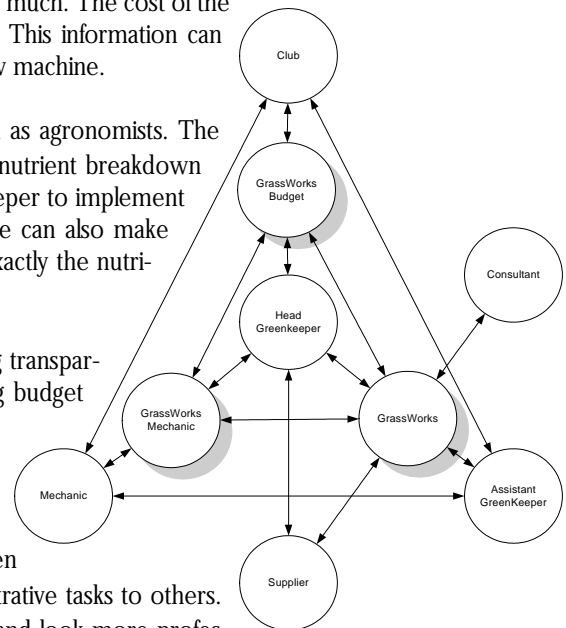
The person working most directly with the Head Greenkeeper is the Assistant Greenkeeper. GrassWorks allows more work to be delegated to the assistant. For instance, advanced sprayer calibrations can be delegated with full confidence. A full spraying record is implicitly kept for study later. Jobs can even be issued from home or away from the course safe in the knowledge that the assistant can easily handle jobs of any complexity.

The mechanic must log machine hours and costs. GrassWorks enables the mechanic to easily log this information at intervals set by him, freeing valuable time for him to work on maintenance equipment. GrassWorks will show the Head Greenkeeper which machines are working efficiently and also those machines which are costing too much. The cost of the machine per hour is presented, and this includes any machine depreciation. This information can then be relayed to the club board to justify the sale, lease or purchase of a new machine.

Fertilizer Calibration allows for efficient communication with consultants such as agronomists. The sprayer calibrations calculated within GrassWorks gives the consultant a full nutrient breakdown on the course, and the fertilizer calibration module allows the Head Greenkeeper to implement the consultant's recommendations accurately. The fertilizer calibration module can also make significant savings over a year by allowing the Head Greenkeeper to define exactly the nutrients required.

GrassWorks can handle the Head Greenkeepers budget and spending giving transparency to the club house. This gives the greenkeeper a structure for managing budget over and under runs.

In summary, GrassWorks provides the Head Greenkeeper with all the information he needs to communicate the club's requirements to all interest parties. And GrassWorks does this without placing any extra administrative burden on the greenkeeper. In fact GrassWorks makes it easier to delegate administrative tasks to others. So GrassWorks enables the Head Greenkeeper to save money, save time and look more professional, all for no extra effort.





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