

The Best Golf Course Superintendent for Your Club

*Presented by
Lyne Tumlinson, GCSAA
Director, Career Services*

Lyne Tumlinson
GCSAA Director, Career Services
ltumlinson@gcsaa.org

*... helping GCSAA members
succeed at their careers in order
to make golf facilities more
successful*



Today's Goals

Better understanding of:

- Your role in club management
- The role and needs of your professional golf course superintendent
- Ways you and your golf course superintendent can work together to help your club succeed

Education

...is learning what you didn't even know you didn't even know

Your Golf Course Superintendent

1. What are your golf course superintendent's key challenges?
2. Is your superintendent involved in top management meetings at your club?
3. Is your superintendent getting his/her money's worth at GCSAA?

What Is Your Job Here Today?

Think through:

- Ways to engage everyone on the team
- The role of the golf course superintendent
- Specific ways to facilitate your relationship

Follow the Leader

Your team (GCS, Pro, chef, etc.) is a reflection of you:

- If team members not enthusiastic, what does that tell about the leader?
- Think of your staff (not the Club) as your alter-ego

Your Challenge

How can you create opportunities for your golf course superintendent to contribute to the success of the facility?

Value of Membership = Access

- Stay current through targeted professional development
 - Learn from agronomic research
 - Develop business, communication and leadership skills
- Meet challenges by networking with other professionals – local and national
- Gcsaa.org resources

Many Styles of Many Hats

- Joe Superintendent
- Head Superintendent and higher
- Assistant Superintendent
- Variety of roles, responsibilities, challenges

The Role of the Superintendent

- Regulate the golf course conditions
- Be knowledgeable about course etiquette
- Be prepared for tournament coverage
- Be an environmental steward
- Have technical knowledge

Golf Course Conditions

- Course maintenance.
- Irrigation and drainage.
- Fertilization.
- Mowing practices.
- Chemical application.

Top 10 (Dis)cussed Maintenance Practices (Dave Fearis)

- Name that list...

#1 Bunkers



Did you include...?

2. Speed
3. Rebuilding greens
4. Aerification
5. Tees
6. Golf car rules
7. Trees
8. Frost – why can't we play?

9. Brown (Irrigation)



10. Hole Location



Course Etiquette

- Golfer obligations to the course and others on the course.
- Ball mark and divot repair.
- Bunker raking.
- Delays in play due to frost, weather, etc.
- Pace of play.

Tournament Coverage

- Deliver desired conditions.
- Infrastructure issues.
- Temporary facility construction, such as bleachers, tents, etc.
- Power and telephone connectivity.

Environmental Stewardship

- Extensive knowledge of turfgrass science or horticulture.
- Water use.
- Hazardous materials use and storage.
- Plant, wildlife and habitat management.
- Conservation.

Compliance Issues

- Local, state, federal laws
 - ADA
 - Water
 - Taxes
 - Noise
 - Worker safety
 - Pesticides
- Compliance counseling for members

GCSAA Public Policy and Information

- Advocacy
 - Local, state, federal level: 80,000 municipalities, 7,382 lawmakers in 50 states, 535 federal lawmakers
- Legislative agenda
 - Monitor over 40 issues that impact golf facilities

Technical Knowledge

- Maintenance equipment use and storage.
- Erosion control.
- Golf carts.
- Fuel and fuel storage.
- Irrigation equipment.

How Is this Role Changing?

- Management-oriented
- Focus on overall golf facility business and goals
- Continuing education: technology, research, BCL (business-communication-leadership)

GCSAA Golf Course Superintendents

- GCSAA Superintendent member

- GCSAA Class A member

- Certified Golf Course Superintendent (CGCS) member

Employment Search

- GCSAA's ERS Job Postings

- Local Chapter publications/job postings

- Professional search firm

Using the Position Description

Both in hiring and management:

- Clarify role and functions

- Define expectations and goals of the facility

- Use as the standard and criteria for judging candidate

- Follow up as foundation for performance evaluations

Start with understanding

- Maintenance guidelines
- Challenges
- Unique features of your golf course
- Member priorities and expectations

Maintenance Goals

- Review written guidelines
- Go over routine practices
- Realize that budget is a vital part of the equation
- Long-range planning.
- Effects of Board and committee structure.

Coaching Tips

Meet the typical golf course superintendent:

- Conscientious
- Verbal skills not strong
- Dependable and reliable
- Wants to be valued member of the team
- Wants one-on-one direct communication with you
- Needs big picture, include "why" re: club goals

Coaching Tips

- Work with your superintendent to set regular goals to move together toward facility success
- Help them mentor assistant superintendents
- Regular evaluation of progress

Develop Long Range Plan

- Agreement on where the facility should be in 3-5 years
- Timeline and budget outline
- Work with future development and renovation

***Communication
is the Key***

Guide Committee Communication

- Work with superintendent to train green committee chair
- Use variety of communication tools and media
- Develop personal relationships with committee members

Team up for Golf Facility Success

- Work with your superintendent
- Share goals and challenges
- Follow the Maintenance Plan
- Learn about the environmental concerns on your golf course
- Get basic working knowledge of turfgrass
- Develop PR skills for the entire facility

Today's Goals

Better understanding of:

- Your role as team leader for club management
- The role and needs of your professional golf course superintendent
- Ways you and your golf course superintendent can work together to help your club succeed

Let's take 5 ...

- CMAA and GCSAA: we need to talk to the guys who aren't here – who are they?
- You're not going to hurt my feelings: do your superintendents participate in GCSAA (local and/or national)?
- Why or why not? (I'll take personal responsibility for delivering that message.)

Thank you for your support of your
GCSAA Golf Course Superintendent
