

PERSONNEL CORNER

By VINCE ALFONSO

If you read my column monthly, you know I talk a lot about my days in the grocery business back in Memphis, Tenn., with my dad. In one article I noted my father taught me all aspects of the business. I was taught everything from the cash register to how to make his special pork sausage and all things

Cross-training can lead to gold medal success

in-between. I became much more than a triple-threat kind of guy. I became an octoupled (I made up that word) threat kind of guy. In other words, by the time I was 16, I could do it all.

As I look back over my years as a golf course owner, I can see I have displayed a consistent behavior in the area of hiring. I tend to hire people who can do or are willing to

do (with training) many different jobs. I tend to hire people who like the variety and vitality of doing totally different tasks, often times, one right after the other and different from one day to the next.

It wasn't until I sat down to write this article that I truly understood why I tend to do this. Once again, I found myself going back to the years I spent

working at Weona #88. I had to face the fact I do what I do because my dad taught me to do it. Vince Sr. believed in cross training employees. He certainly didn't call it that. My dad simply saw it as the way for him to get the best bang for his payroll buck. And you know what? I realize now my dad made a believer out of me. That is why I

Vince Alfonso Jr. is a 40-year, golf-industry veteran, president of Alfonso Creative Enterprises Inc., and owner/PGA professional at Kimberling Golf Course near Branson, Mo. He can be reached at 417-739-4370.

stress this variety of tasks thing in my hiring practices. Yes, I am a firm believer in cross training employees, not just because my dad did it, but because I saw then and have seen in my own experience that it works.

If you don't intentionally hire with cross training in mind, or believe you hire people to perform a specific task for your company as efficiently and effectively as they can, day in and day out, then I would like to challenge you to change your thinking.

You see, I don't just believe it works, I know it works. Let's take one of my present employees at Kimberling Golf Course, for instance, my son Jason. He cooks barbecue in our special cooker, prepares any of our soups and sandwiches in the Memphis Cafe, washes a mean dish, rings a great cash register, takes an order with style, cleans a table spotless, vacuums with a flare, cuts a green with precision, applies fertilizer and fungicide with accuracy, waters hot spots perfectly, fits golf clubs like a professional, changes grips in a flash, sells men's and women's apparel, shoes and accessories, makes people feel welcome at Kimberling with his pleasant smile, has great phone presence and manners, closes the register at night, makes the deposits, balances the daily reports, types in Word Perfect, sends e-mail, surfs the net, helps create our advertisements, plans and stages some of the best golf outings in the business, and that's not all. I could go on. The truth is, all our employees at Kimberling do a wide variety of tasks for our business. From Norm who opens up each morning to Simon, who comes in after school, to my two Toms, who do everything from cutting down trees to repairing golf cars. My entire staff is truly cross trained.

I am absolutely confident that we get more done with fewer people then most businesses our size. And I can truly say that our people never, ever get bored.

I believe cross training is good for the employee and good for the employer. And in my book, two goods absolutely, positively make a GREAT. Please give cross training of your employees serious consideration.

I'd like to write more on this subject but you will have to excuse me. I have to go cut some turkey before the lunch crowd gets here, review some proofs of our current print ads, pull up some golf cars before the 1 p.m. skins guys arrive and...Oh, well, I'm sure you get the picture.

GOLF COURSE NEWS

GOLFERS WERE MEANT TO DRIVE, NOT SWIM.



NOW AVAILABLE
4"-10" Sure-Lok with built-in coupler



NEW SURE-LOK
Sure-Lok improves grade and alignment

Avoid unplanned water hazards with Hancor drainage products.



See us at Booth 565 at the GCSAA Conference.

Water has its place in a challenging golf course design. But standing puddles on your greens and fairways aren't the kind of water golfers appreciate.

Say no to unwanted H₂O with a Hancor drainage system. An entire family of turf management products featuring Sure-Lok pipe, which joins with just a push, available in 4"-60" diameters. Our new 4"-10" Sure-Lok is yet another first from Hancor. It's the only small diameter polyethylene pipe that comes with an integrally-formed bell. The coupler is attached to the pipe - formed in-line - for faster and easier installation.

So keep your players working on their golf stroke, not their backstroke. Count on Hancor to keep your course dry. And your profits flowing. For availability and watertight performance information, call 800-537-9520, ext. 258.



800-848-3546, ext. 435
Dial directly from your fax machine.

*Check for local availability.

Hancor, Inc. • 401 Olive St. • Findlay, Ohio 45840 • Phone 800-848-3546, ext. 258 • Fax 419-424-8302 • ©1998 Hancor, Inc.

CIRCLE #130/GCSAA BOOTH #565-67