109 Attend March Mini-Seminar

An excellent program was presented on March 10th at the Sheraton Park Place in St. Louis Park. The day-long seminar was split between a morning session on hiring quality employees and the afternoon session was on service and communication. Our trainer, Jack Mateffy, has his own company and specializes in training and development solutions for businesses and organizations. The programs he presented to us were originally developed for and are used by Cargill in its employee training.

The hiring excellence workshop started with questions such as: “Why hire excellence?” “List three questions you would ask during an interview.” Many of us fell flat on our face right off the bat by coming up with questions that really had nothing to do with the position a person was being interviewed for. Lesson number one: If it is not directly related to the position, then you do not have any business asking!!

This was not a typical lecture seminar. We were asked questions and had to think about what we really do in the interviewing process. Did you know that 95% of the people hired were interviewed first or last? Or that all interviews must be the same length? How about all the different laws that govern interviewing and hiring? Jack had us asking each other about our own recruiting methods and questions we ask. This is what gave the seminars the magic touch; we were really able to bring this into our real world experience.

Bottom line with interviewing is to focus your efforts on finding out what experiences the person has had that enables him or her to handle the duties of the position you are trying to fill. Before we can do this we must know what the position requires. We must be able to identify and list the 5 to 10 most critical job functions within each position. Add to that up to five less critical job functions and any special skills and training required. Finally, we must include any hard to quantify characteristics the person should possess such as integrity, honesty, etc. All of these must have a direct link to the job requirements.

Our afternoon session on service began with a walk back in time to the 1950s with a history lesson. Did you know that in 1950, 65% of the jobs were in manufacturing and 35% were in service?? Guess what the percentages are today?? Just the opposite with only 35% in... (Continued on Page 34)
Mini-Seminar—
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manufacturing and 65% in service. In
the Minneapolis area 82% of the jobs
are service related!!! This brought
about the first question: What is the
real goal of service?? To build trust and
rapport as soon as possible!! We then
started to work on defining terms and
statements such as: Customer and mo-
ments of truth. Very simply, a cus-
tomer is anyone that you build trust
and rapport with and that moment of
truth is anytime you communicate
with a customer or anyone. It really
came down to information (your abili-
ty) and emotion (your willingness)
related to service. Are you willing and
able to serve?? Not just customers but
your employees and others?

The communications module fo-
cused on getting your message across.
We all took a test to help us determine
our own unique communication style.
Are you visually-oriented, verbally-
oriented or kinesthetically (doing)
oriented? What this told us was that
we all communicate (send and receive)
information just a little differently and
when it comes to training employees
or a grounds meeting, we need to
make a special effort to “cover all the
bases” in our communication. We can
all relate to this very easily if we think
about the job of trimming trees. This
would be quite difficult to train some-
one with only verbal instruction. It
may be a bit easier with a drawing
(visual) but we all know that to really
get the message across you just have
to get out there and try it.

The day was well worth the time
spent. I always gauge a seminar by the
“real world take home stuff” that I get
out of it; this one was a 10 out of 10.
Unfortunately, we had plenty of room
for more participants. I think we tend
to take for granted the education we
have available to us as a professional
association. This may lead to apathy
and nonparticipating by some, which
is a terrible mistake. This seminar
was absolutely top drawer, as
good or better than anything we have ever
offered in recent years. It’s just too bad
we didn’t have a full house.

THANK YOU to Steve Young, Tom
Parent, Pat Walton, James Gardner
and Jim Nicol for the assistance you
provided in bringing us this opportu-
nity to learn and grow.

— Rob Panuska, Editor

Ben Crenshaw Receives Old Tom Morris Award —
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throwaway properties,” he said. “We are returning to a more
classic design, which I like. I feel the timeless architectur-
al designs are the best.”

Crenshaw said that he and his partner, William Coore,
do a couple of golf course designs a year because they like
to spend time on each project and want to keep their small
crew together for each project.

“I was lucky enough to have a partner who is an
agronomist,” he said, “and he has taught me so much about
this field. In turn, I try to work on the playability of the
course design.”

Crenshaw said that the move of golf professionals into
design may give the public the impression that a golf profes-
sional can automatically become a golf course designer, but
said that perception is wrong.

“I think this perception does an injustice to the golf course
architect, who has spent so much time and energy learn-
ing how to design courses,” he said.

Water will be a challenge to both the architects and the
superintendents because water resources will be sorely
deprecated in years to come, Crenshaw said. On a practical
side, that means the standards on the golf course may be
changed when it comes to green. For golf course superin-
tendents to overcome their members’ objections to these
conditions, the green committees must be well-informed.

For everyone involved in golf, the increase in performance
equipment is presenting a challenge as well.

“I know this question about the impact of equipment on
design drives Pete Dye nuts, but it is a good question,” Cren-
shaw said. “We are at the critical, red line when it comes
to equipment, and I’m beginning to agree with Jack (Nick-
laus) that we must do something about the golf balls that
are played in professional tournaments.”