



How Ya Gonna Keep 'Em Down On The Farm?

On a recent "turf tour" with a few of my peers, we visited The Farm Golf Club in Dalton, Ga. where Tim Kennelly, CGCS has been employed for six years. As with most golf course visits, I left with several tips that I may use in my operation.

The first thing that greeted our group at The Farm was a sign on the front door of the grounds management facility that read, "Our Goal - For all our golfers to tell their friends how great The Farm Golf Club is."

Kennelly placed this motivational sign on the door upon accepting the position at The Farm. Like many good ideas, the thought originated from a similar sign that Kennelly once saw while he was employed at The Naval Academy in Annapolis, Md. Kennelly said, "It is important to remind the golf course staff on a daily basis of the main reason we are employed at The Farm."

Inside the grounds management facility we discovered another motivational tool, an "employee of the year" plaque on a few of the employee lockers. Kennelly initiated this honor at The Farm in 1996. Although Kennelly presents the award each year, the recipient is selected by an employee vote.

Three weeks prior to the annual end-of-the-year staff party, nominations are taken from the crew. The top five vote-getters are then placed on the ballot for the award. One week prior to the big event, ballots are passed out and the employees are instructed to place their completed ballots in a locked box up to one hour prior to the party.

During the end-of-the year-party, while the employees are munching on steak, shrimp, and Alaskan king crab claws, Kennelly counts the votes. The winner not only receives the plaque on their locker but also will have their own private parking spot for the upcoming year.

"There are no set rules since our employees seem to recognize those who put forth the extra effort and are deserving of the award," Kennelly said. He added, "I think the award along with the dinner has been well received by the employees and their stomachs!"

Saving money from the vending machines and recycling aluminum cans raises the funds for the event.

Not all is lost for those crew members who are not elected "employee of the year." Prior to the party, one raffle ticket is given to each employee and after the huge feast, items that were given to Kennelly throughout the year by vendors such as hats, shirts, jackets, etc., are raffled off to the employees.

Kennelly said, "The pro shop and vendors that we have done a lot of business with throughout the year are also hit up for donations." Kennelly seems to have mastered the fact that a happy, well-motivated crew will work hard and make him look great.

Darren J. Davis
Olde Florida Golf Club



Sign on the Grounds Management Facility at The Farm, "Our Goal — For all of our golfers to tell their friends how great The Farm Golf Club is."



Employee of the Year plaque on employee lockers at The Farm.