

## SUPER TIP

## A Picture is Worth a Thousand Words

By Darren J. Davis

It has been said throughout time that a picture is worth a thousand words. I have used this familiar proverb numerous times in my career as a golf course superintendent, and I believe it often holds true. Over the last year, while attending Everglades Golf Course Superintendents Association board meetings, I noticed that current EGCSA President Bill Davidson printed and pinned two pictures to a bulletin board in his break room. The pictures depicted the correct and incorrect method for edging a golf-course sprinkler head. After looking at these two pictures for a few board meetings, I came to realize that, due to staff turnover or just less-than-perfect mindfulness by my existing staff, I often find myself repeating instructions or retraining crew members on similar basic tasks. I took Davidson's idea and expanded upon it and offer my results as this issue's "Super Tip."

In developing a plan for this picture project I decided that I wanted to continually rotate the subject that was showcased. I also realized that the tasks/items which I would illustrate with photos could be recycled indefinitely. This led me to purchasing two Advantus "Grip-A-Strip Display Rails" at Office Depot. The display rails use a patented roller system to organize items on a wall. They are like a bulletin board but with no tacks and are available in 12-, 24-, 48- and 96-inch models. Depending on the quantity of pictures I wish to display I use either a 24- or 48-inch display rail. The cost of a 24-inch model is \$16.99, and the 48 inch model sells for \$30.99.



*Photos showing proper way to install traffic control ropes and stakes. Photo by Darren Davis.*



*Photo reminders of necessary "detail work" tools to take each day. Photo by Darren Davis.*

When I decide on an item that I wish to convey to my staff, I use my digital camera and gather photos that depict the situation. Sometimes I show a "right" and "wrong" photo or, for some issues, a single picture will suffice.

After downloading the images to my computer, I print them on 8½ by 11, 9 mil HP glossy photo paper. A 100-sheet package sells for \$29.99 at Office Depot.

The next step in the process is to decide on a caption for the printed photos and to translate the word or phrase into Spanish. I print the text on an Avery 8160 (1x 2-5/8-inch) address label and affix it to the photo. A 750 pack of the labels sells for \$11.99.

Finally, since I want to reuse

the photos I insert them into Avery nonstick sheet protectors which are made of polypropylene and sold at Office Depot in packs of 25 for \$5.79.

To date I have used the system to remind the staff of the correct method for installing rope and stakes at Olde Florida, the desired depth on a bunker lip, tee marker placement and alignment, and to prompt staff to make sure certain items ("weed popper," ball mark repair tool, etc.) are in their possession at all times.

As you can imagine I am only limited by my imagination to the number of items that I can depict in photographs for the staff. My total cost was less than \$100, and in my opinion an extremely wise investment of my club's resources.