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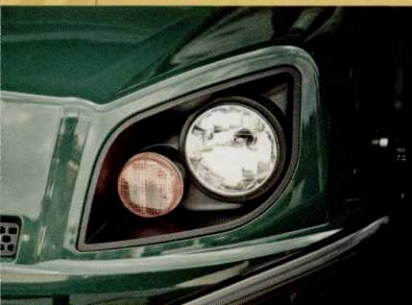
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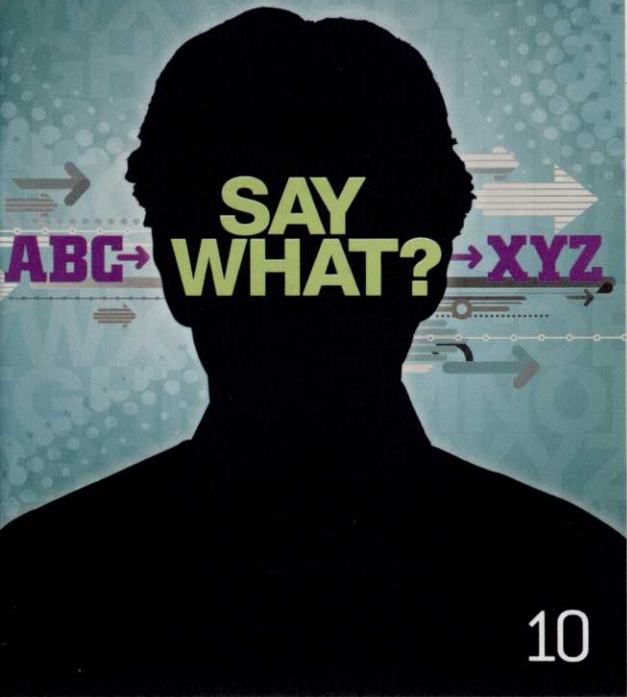
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YOUR NEW ROLE

Do you really know your role? I mean, do you understand the extent of the role you need to play at your facility that extends beyond turf care, mowing greens and troubleshooting irrigation issues?

It's an interesting question, one that was reinforced throughout the recent three-day Green Start Academy I was privileged to attend. Green Start is a great continuing education program put on by Bayer and John Deere for the top assistant superintendents in the industry from the U.S. and Canada.

It was pretty interesting to serve as a fly on the wall with 50 razor-sharp 20-something men and women, each with a solid 10-year career plan and gunning for your jobs. It's "superintendent-by-30 or bust," and that's no joke.

At Green Start, nearly each of the guest speakers – both industry experts and veteran superintendents – hammered home the idea of the greater roles a superintendent must play in the overall operation of a club or golf course facility. The intent was to better prepare these up-and-comers for greater career success.

However, I thought there were some key points being made that every superintendent – regardless of length of tenure in the industry – should be thinking about as you ponder your own career and your own role within your organization.

Here are a few of those key points:

Be the go-to guy. Agronomics is just one tent pole. You need to be an expert in other areas and establish yourself as a problem-solver. Regardless of the issue at your facility, you want your name to be one of the first ones called. While it may seem like a hassle to be consulted when the clubhouse fryer is on the fritz, being someone who is the source for solu-

tions and good ideas only adds to your value as a key member of the staff.

Know the numbers... all of them. Not just your own annual maintenance budget, but have a sense and general understanding for every department's line items and income statements. Understanding how other areas of your club or facility operate financially not only gives you a greater sense for how your department fits into the bigger fiscal picture, but also better prepares you to offer suggestions and solutions when numbers and budgets are being scrutinized.

Understand the total value you bring. While turf care is your key asset, there are other intrinsic values you bring that are more nuanced and difficult to calculate, though they're no less critical to a facility's overall success. For example, you are a team leader who provides management stability. And, you have a shared interest in providing comparative results – providing golfers with the best experience possible.

And finally, surround yourself with good people.

Great golf courses are cared for by great people, and a superintendent can't manage this all by him- or herself. While finding and managing the right crew is an ongoing labor challenge, it is essential to continued and sustained success. This also means putting up a good fight to not let great people slip away from your course.

If you're not considering these points in the overall role that you play at your golf course, then I'd suggest that you change the way you look at your role as superintendent. This is vital in driving the value that you bring and ensuring your continued success and employment.

If not, I know of 50 eager candidates looking for an opportunity to fill that role. **GCI**



Mike Zawacki
Editor

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“It was pretty interesting to serve as a fly on the wall with 50 razor-sharp, 20-something men and women, each with a solid 10-year career plan and gunning for your jobs.”



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SUPER WITH ATTITUDE

It was all stuff she'd done before.

At least, that's how Karen O'Dell saw it, after she had finished watching the first season of Ammo & Attitude on Versus last year. As the superintendent of Wawashkamo Golf Club on Mackinac Island, Mich., she had spent plenty of time with nature. She applied to be on the second season of the show, and was notified she made it in just before Christmas.

The actual filming of the outdoorswoman competition went from May 14 through 28, with an episode for each day.

"For the first little bit it wasn't bad, but as it got into week two, it started to wear on you," says O'Dell. "We got tired. You don't sleep very well away from home and you don't eat right, and at the end of it, we were exhausted both mentally and physically."

They competed in teams for the first few events, but when they broke into individual events, O'Dell started to really outshine her competitors. She's an experienced hunter and pulled top rank in the shooting challenge, but she liked taking on new obstacles as well.

"My favorite challenge was the heritage one, where it was roping, knife throwing and longbow," she says. "I got to learn something totally new. Every other challenge, I had done at

some point in my life."

As her star began to rise, she tried to keep from letting herself get caught up in the competition.

"I didn't want to get cocky and overconfident," she says. "It's always in the back of your mind, if you let it creep in there. But as soon as we went individual, I really started kicking it into overdrive and I won a couple things after that."

Ever the superintendent, O'Dell's secret weapon was research and preparation. Before the events ever started, she checked out the website for the next season of Ammo & Attitude, and made note of the sponsors.

"I put in a lot of homework before I went out there," she says. "I figured, if they're sponsoring, we're going to use their products. So if they had a signature product, I went and checked it out to make sure I was familiar with it and how to use it. The guys at my sportsman's club were so helpful just to throw every type of gun

in my hand to try out just in case it came up."

In the finale, she faced off against one other outdoorswoman in a turkey hunt and shooting challenge.

"In the finale, we did a walkthrough just before lunch and both of us, our nerves were just jangling," says O'Dell. "After I finished, the minute I got up and I had my gun cleaned, it was like the world had been lifted off my shoulders. Then after she finished, I knew I had cleaned my gun better, so it was just a matter of the time after that."

Going back to her studies, O'Dell had noticed that gun cleaning was a challenge in the previous season, so she had made sure she knew how to use the cleaning kit they would have on the show. It made the difference: Her opponent finished eight seconds sooner than O'Dell, but she had time penalties for her cleaning performance. O'Dell won the whole competition.

In the end, she cleaned up with five guns, two bows, two complete paintball sets, a bunch of clothing, deer cameras, shooting targets – oh, and a four-wheel drive, black 2012 Dodge Ram pickup complete with camo trim.

O'Dell will go back next season to film one episode with the new recruits, and if the series continues, maybe an all-stars episode.

"I felt like I grew a lot through it," she says. "You had to pull yourself through the hard times. It was hard to keep your spirits up, and I found some strength I didn't know I had."

KAREN O'DELL

Dispatches from Guangzhou

Justin Apel, Golf Course Builders Association of America's executive director, has been globe-trotting to see the development of the Asian golf industry. During his visit at the Chinese golf course industry show in Guangzhou and country-hopping throughout Asia, he's been forwarding us his impressions.

While the complete entries are available on the GCI website, here are a few excerpts:

DAY ONE:

The first day of the show began with the show partners assembling together. A group ribbon cutting with a ceremonial dragon dance and parade through the exhibit area...

With the show off and running I, along with Martin Moore with Flagstick Golf, Rhett Evans with GCSAA, and Arthur Yeo participated in a panel discussion on "Launch Right, insider tips to taking your facility from a construction site to an open facility that runs as planned from day one." After returning our booth was standing room only, filled with spectators from the panel discussion, local members that attended the show, and local companies interested in joining. The entire day was busy with show booth visits, interviews, and visiting our members and other booths from other area of the golf industry that are not construction.

What is very impressive is most tradeshow floors become ghost towns as the day draws to a close, however the people of this show will literally need to be thrown out, they are staying to the very end on the first day...

DAYS TWO AND THREE:

Congratulations to Reed, the PGA of America, and all of the exhibitors on a very successful show. GCBAA was pleased to take part and support our International members, meet some new friends, and share our members knowledge and experience in golf course construction across the globe. It was a great opportunity for us to meet some of existing International members that have never traveled to the U.S....

Members like Sam Sakocius and his knowledge of this market are a tremendous resource. GCBAA veterans like Dye Designs International, Toro, Rain Bird, Jacobsen, ITT Flowtronex, LASCO, Hunter, Atlas Turf, Leemco,

Paige Electric, Watertronics, CMF Global, Profile Products, Sternberg Golf Services, Builders like Hainan Shapemasters, Forward Management, Flagstick, and many others (apologizes to those that I have forgotten) shared their experiences and contacts and have established a network here. Also we were able to meet for the first time members like Alert Golf based in India, Country Golf, Rainbow, Yacon Golf, and others. I appreciate their support to the GCBAA and our trip. The experience was worthwhile and we have began plans for the spring China Golf Show and possibly the 2012 Asia Show again.



Apel has moved on through Hong Kong, Singapore and Kuala Lumpur, learning about the development of the golf industry throughout Asia. To follow his travels, check out the GCI website!

A different type of tour

Superintendent Dave Barber found at least one way to make sure his guests stayed on the cart path at Cranberry Highlands Golf Course in Cranberry Township, Pa. The township's annual fall hayride traveled through the course and local wood in October, bringing in more than 500 people.

"We originally started this to showcase the course," says Barber. "We had the golf course certified with Audobon in 2009, and we want to educate the people on the characteristics of the course. A lot of people think the course is just a pesticide dump. We try to educate them on our pesticide and fertilizer reduction, and how we benefit from not having to mow all the time."

Barber rode along with the groups, directing the tour and providing background and history about the course as well as pointing out wildlife special to the area.

"We have a narrative we use," he says. "We want to make sure we're hitting on all the things we're trying to accomplish

around here. We want to let them know there's a nature trail around here, and that the kids should get out and have fun."

Even playing golfers made way for the rambling truck as it went along the cart path, and one bearded golfer dressed in red played along as a vacationing Santa Claus. After the hayride made its way back to the clubhouse, the families got involved in other fall fun.

"They can get a pumpkin, a hot dog, a caramel apple and they can get a hayride," says Barber. "People can have a really good time here."



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Bear Creek Golf Club - Monroe, GA

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Boca Dunes Golf & CC - Boca Raton, FL

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Carthage Country Club - Carthage, TX

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Castlewoods CC - The Bear - Brandon, MS

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Celebration Golf Club - Celebration, FL

-No-Till conversion from other bermudagrass to CHAMPION

Cherokee Valley - Olive Branch, MS

-No-Till conversion from bentgrass to CHAMPION

Coffee Creek - Edmond, OK

-No-Till conversion from bentgrass to CHAMPION

Delaware Springs - Burnet, TX

-No-Till conversion from other bermudagrass to CHAMPION

Emerald Bay Club - Bullard, TX

-Greens renovation using EMERALD

Glenlakes Golf Club - Foley, AL

-No-Till conversion from other bermudagrass to CHAMPION

Harder Hall GC - Sebring, FL

-No-Till conversion from other bermudagrass to CHAMPION

Hedingham Golf Club - Raleigh, NC

-No-Till conversion from bentgrass to CHAMPION

Heritage Golf Club - Oneonta, AL

-No-Till conversion from bentgrass to CHAMPION

Highlands Ridge South - Avon Park, FL

-No-Till conversion from other bermudagrass to CHAMPION

Hillwood Country Club - Nashville, TN

-Greens renovation using CHAMPION

Hope Valley Country Club - Durham, NC

-No-Till conversion from bentgrass to CHAMPION

Inverrary CC - East Course - Lauderhill, FL

-Greens renovation using CHAMPION

Knobbs Creek - Elizabeth City, NC

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Legends at Chateau Elan - Braselton, GA

-No-Till conversion from bentgrass to CHAMPION

Magnolia Greens Golf Plantation - Leland, NC

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Memphis National - Legends - Collierville, TN

-No-Till conversion from bentgrass to CHAMPION

Mohawk - Pecan Valley - Tulsa, OK

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Mount Airy CC - Mount Airy, NC

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Myrtle Beach National - River Club - Pawleys Island, SC

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Mystic Creek Golf Course - El Dorado, AR

-Newly constructed course using CHAMPION

Orange County National - Panther Lake - Winter Garden, FL

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Pauls Valley Golf Course - Pauls Valley, OK

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Pebblebrook Golf Club - Woodbury, GA

-No-Till conversion from other bermudagrass to CHAMPION

Pine Forest - White Course - Houston, TX

-Greens renovation using CHAMPION

Pine Valley Country Club - Wilmington, NC

-No-Till conversion from bentgrass to CHAMPION

Pinewood Country Club - Asheboro, NC

-No-Till conversion from bentgrass to CHAMPION

Pleasant Valley CC - Little Rock, AR

-Greens renovation using EMERALD

Providence Club - Monroe, GA

-No-Till conversion from bentgrass to CHAMPION

Red Stick Golf Club - Vero Beach, FL

-No-Till conversion from other bermudagrass to CHAMPION

River Bend Links - Tunica, MS

-Greens renovation using EMERALD

River Landing - Landing Course - Wallace, NC

-No-Till conversion from bentgrass to CHAMPION

Riverwood Golf Club - Clayton, NC

-No-Till conversion from bentgrass to CHAMPION

RTJ Trail at Capitol Hill - Senator Course - Prattville, AL

-No-Till conversion from bentgrass to CHAMPION

RTJ Trail at Grand National - Lake Course - Opelika, AL

-No-Till conversion from bentgrass to CHAMPION

RTJ Trail at Hampton Cove - River - Owens Crossroads, AL

-No-Till conversion from bentgrass to CHAMPION

RTJ Trail at Magnolia Grove - Short Course - Semmes, AL

-No-Till conversion from bentgrass to CHAMPION

RTJ Trail at Silver Lakes (36 holes) - Glencoe, AL

-No-Till conversion from bentgrass to CHAMPION

Sammons Golf Links - Temple, TX

-Greens renovation using EMERALD

Sewell's Point Golf Course - Norfolk, VA

-No-Till conversion from bentgrass to CHAMPION

Starmount Forest Country Club - Greensboro, NC

-No-Till conversion from bentgrass to CHAMPION

Stonebridge Golf Club - Lakeland, TN

-Greens renovation using CHAMPION

Stonebridge Golf Club - Rome, GA

-No-Till conversion from bentgrass to CHAMPION

Sun 'n Lake Golf Club - Deer Run - Sebring, FL

-Greens renovation using CHAMPION

Swan Lake Golf Club - Clarksville, TN

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Tally Mountain Golf Course - Tallapoosa, GA

-No-Till conversion from bentgrass to CHAMPION

TwinEagles Golf Club - Naples, FL

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