

## Announcing Tweetup 2012@GIS & The Inaugural GCI Super Social Media Awards

**GCI** will host Tweetup 2012 for all of our Tweeps, Friends, Bloggers and others who work and play in the world of golf/turf social media at the GIS in Las Vegas.

Look for details soon on the time and place for this year's Tweetup in this space and via our Twitter feed and Facebook page.

GCI is also proud to announce that we will be honoring our readers' best and most innovative social media efforts from the past year in the first-ever Golf Course Industry Super Social Media Awards.

Nominations are now open in the following award categories:

**Outstanding Social Media Leadership** – One "person of the year" award given to a superintendent who has, through cutting-edge use of a combination of social media tools (blogging, Twitter, Facebook, Video, etc.), helped to raise the standard of effective communication in the entire profession.

**Best of the Blogs** – Multiple awards may be given to superintendents, assistants or other turf management pros who use blogs in a highly effective and creative way to accomplish business goals, particularly communicating about maintenance practices to golfers.

**Innovative Use of Twitter** – Multiple awards may be given to superintendents, assistants and other turf management professionals who use Twitter in innovative professional ways to communicate with golfers, colleagues and others.

**Video & Multimedia Excellence** – Multiple awards may be given to superintendents, assistants and other turf management professionals for truly excellent and effective videos, podcasts, presentations or other multimedia communications tools. The emphasis should be on how the video, etc., was used and what the outcomes were in terms of internal success or external communications.

This year's inaugural GCI awards will focus largely on the accomplishments of superintendents and their staff members. Future awards may be expanded to include outstanding social media efforts by university personnel, suppliers and others in the industry.

**DEADLINE FOR ENTRIES IS FRIDAY, FEB. 10, BY MIDNIGHT EST.**

Judging will be conducted by GCI's editorial team and a panel of outside experts, turf educators and others.

Readers are encouraged to nominate others or nominate themselves. Multiple nominations in the same or different categories are acceptable. Please include the category, required information noted above and appropriate links to:

appropriate links to:

Kyle Brown, associate editor: kbrown@gie.net.

Questions? E-mail Pat Jones at pjones@gie.net. **GCI**



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**Job Dimensions and Responsibilities**

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- Develop and implement training programs and training delivery insuring leading performance of distribution and field sales personnel
- Provide annual volume forecasts for all products
- Develop product offering annually including rationalization of the offering and enhancing the offering to lead the market
- Develop and implement sales programs to achieve sales volume objectives and profit performance
- Lead annual and quarterly market plan activity
- Maintain excellent interdepartmental communication
- Develop and maintain detail reporting of sales, profit and competitive position

**Position Qualifications**

- Superior interpersonal skills required
  - 4 year degree in Agronomy, Horticulture, Turf Management, Ag Sciences or Ag Business required
  - Minimum 3-5 years of product marketing experience in similar business
  - Fertilizer/plant nutrition product management and/or product development experience desired
  - Strong marketing skills and business acumen required
  - Strong analytical, computer, web skills required: Fully capable in Word, Power Point, Excel, Access needed along with capability to learn in house systems quickly
  - Periodic travel required (Approx. 35% of the work time)
- \*Position is based at corporate headquarters in Lebanon, PA

All qualified applicants, please forward your resume and cover letter to: David Dell, Director of Marketing, [ddell@lebsea.com](mailto:ddell@lebsea.com)



[www.lebanonturf.com](http://www.lebanonturf.com)

(HICKS continued from page 25)

among his own small children. "You take a 17-year-old kid who's abusing equipment, he could a lot of the time care less if you give him a day off without pay. But if you do that to a 50-year-old, they're crushed."

Regardless of behavior or age, a superintendent needs to know how to work with each of his employees simply because so much of his time is spent handling them.

"That's the difficulty of our job, and the travesty of what the universities aren't teaching the kids coming out here. People management is the number one time-eater of this job," he says. "Administration and human resources are what you spend the bulk of your time on."

Some of that time can be made up just by looking for the right crew member for the job during the hiring process. While it doesn't mean that different generations are outright better at certain jobs than others, sometimes they fit more appropriately.

"For our part time work, if we can, we'll look a little more

toward the older set because they don't necessarily need the 40-hour week, and they're usually motivated a little differently than just cash," says Hicks. "We've benefited in the last 10 years in this area from a lot of early retirees.

"When we're hiring seasonal people, I don't mind looking at somebody with zero experience rather than past golf experience. A lot of the time you spend deprogramming them from how they do it elsewhere rather than teaching them how we do it."

But regardless of what position a superintendent is looking to fill, there's one criteria he should hope for in any generation.

"You definitely want to find people who seek a little bit of intrinsic value in what they're doing rather than what the paycheck looks like," Hicks says. Finding that quality means, "When I'm hiring, I'm always trying to be brutally honest and truthful up front. If you ask a lot of questions, you tend to weed out the people who are just looking for that paycheck." **GCI**

(CUMMINGS continued from page 27)

to give crew members an opportunity to give positive feedback to each other.

"A lot of my college kids will take a minute and tell the older workers how much they liked how the course looked after they had done a particular task," he says. "I've found that the younger generation is a little more apt to give that positive feedback. We've been pretty successful in opening up that team dialogue."

He also spends time one-on-one with each person on his crew, going over the work and finding ways to improve the job.

"Out on the course, I try to meet with each employee and give some feedback on what

they're doing," says Cummings. "The older generations like that direct feedback. The younger guys, they accept it. That one-on-one feedback is very important to the success of our operation."

Regardless of how he handles crew members individually by their age group, there are some things all of his employees respond to, he says.

"Each has their own set of strengths that you try to identify and how they work best within the team, but you first have to find some similarities that every generation has," he says. "They all want a leader that's trustworthy, and they all want respect for their opinions." **GCI**

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## AI UNDER THE BUS

I was shivering in my frosty little office, blithely screwing around in social-media dreamland when I saw a Tweet from a well-known “environmental” superintendent saying, “What did everyone think about the Golfweek article about Audubon International?” Well, since I haven’t read (or even seen) a print copy of Golfweek since the Clinton administration, I clicked on the story link to see what he was referencing.

That’s when I stopped feeling chilly because my blood started to boil.

In “Going for the Green: Special Report,” freelance contributor Bruce Selcraig uses 2,000-plus words to smear, impugn, blacken and otherwise discredit Audubon International as a sham. The article asserts, quite directly, that AI is a jacked-up PR program that simply leverages name confusion with the National Audubon Society for nefarious purposes and, perhaps, the enrichment of AI founder Ron Dodson and others.

Pissed off yet? Here are a few juicy morsels from Selcraig’s “expose”:

- “The name confusion persists because Audubon International, a 501(c)(3) nonprofit, fosters the mistaken identity.”

- “The faux Audubon mystique clearly has aided Audubon International’s efforts to build membership and gain corporate funding while also giving the golf industry a marketing bonanza.”

- “Dodson might never change his organization’s name, simply because the strategic confusion with Big Audubon has worked so well.”

- “Course owners need to realize there is a difference between feel-good green marketing and becoming true stewards of their land.”

To his credit, Selcraig did include quotes from Dodson, Dr. Kim Erusha

of the USGA Green Section, Jeff Bollig of GCSAA and Environmental Leadership Award winner David Phipps who all defended the program and made it clear that the vast majority of folks on our side of the business understand the difference between AI and NAS.

Here’s what I know about this whole thing based on 25 years of participating in and writing about the whole golf/environment thing:

- Nearly two decades ago, Ron Dodson proved in court that *no one* owns exclusive rights to the name “Audubon.” Duh! Of course NAS dis-

**Ron Dodson** has been the band leader; not everyone plays an instrument, but plenty of folks sing along.

likes AI! They were whipped in a lawsuit by Dodson and, more importantly, they resent every dollar of support that goes to AI instead of them. NAS doesn’t care a whit about golf course turf... but they care deeply about their fundraising turf.

- In my direct, personal experience, Dodson and everyone else at AI has gone out of their way to clarify the distinction between the two organizations. Requiring AI to put a statement on their website “disclosing” that they aren’t NAS – as Selcraig seems to demand – is like requiring little Pine Valley GC in Simcoe, Canada to reveal to potential players that it isn’t “that” Pine Valley.

- Sure, the Cooperative Sanctuary program has only directly touched a small percentage of courses, but the concept has been a catalyst to help change practices at thousands of facilities. Ron Dodson has been the band leader; not everyone plays an instrument but plenty of folks sing along.

- The implication that most courses just pay \$200 to join and then simply use the AI membership as a shield against criticism is utter bunk. Sure, some facilities join and never do anything because fixes can be expensive and time-consuming, but the majority take it seriously and work hard at it. The bottom line of AI is that you get out of it what you put into it. They’ve never claimed any differently.

- The suggestion that AI membership is a big selling factor for rounds or memberships is also bull. People choose where they want to play because they

like the course. Things like the facility’s environmental track record have little, if any, impact on that decision.

- Finally, I’ve known Ron Dodson for more than 20 years. He’s honest, passionate, brilliant and engaging. If he wanted to get rich, he chose an incredibly poor career path.

I really wonder why Golfweek chose to mark the 20<sup>th</sup> anniversary of AI by dredging up the ancient name question. Instead of saying that AI is a small organization that has accomplished a lot but not as much as they or the golf industry had hoped, they marginalize all the good things that have been done. That sucks.

All I know for sure is Golfweek went to great lengths to throw AI under the bus. I talked to Ron about the story the other day and, predictably, he didn’t care. He was too busy trying to figure out how to make the bus run cleaner than to give a damn why some naysayers had tossed him beneath it in the first place. **GCI**

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