

# Training Investment Returns Long-Term Dividends

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Investing in education can provide savings and benefits far beyond the original cost. Even seasoned superintendents benefit from refreshers and exposure to new technology, not only for themselves but as they train their staffs.

## Chemical Applicators Benefit from Training

The average annual golf course expenditure on turf management chemicals is \$50,000. One university study shows that five out of six applicators could improve their calibration accuracy. If you improve accuracy by just 5 percent through increased training, you may save \$2,500 in unnecessary expense.

## Irrigation Training Increases Efficiency

The national average irrigation budget exceeds \$68,000 per year. Training in conservation methods such as matching irrigation with turf consumption can improve efficiency. California Department of Water Resources data show a 10- to 20-percent water cost savings after such water management techniques are implemented.

## Corporations Support Training

The Motorola Company estimates earning \$30 for

every \$1 invested in employee training. Xerox Corporation found it reduced expenses by 30 percent by increasing training.

## More Reasons to Allocate Training Dollars

- Reduces employee accident rates which should lower insurance premiums. Details: Some facilities have lowered insurance premiums 50 percent by training that results in fewer workers' compensation claims.
- Reduces risk of liability from chemical exposures and other accidents involving applicators, employees and public.
- Minimizes turf damage from inaccurate chemical application.
- Lengthens life of equipment and promotes better care by employees.
- Increases employee morale.
- Promotes awareness of changes in technologies.
- Provides experts to teach proven techniques.

## Bonus

As always, training is a deductible business expense.

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