



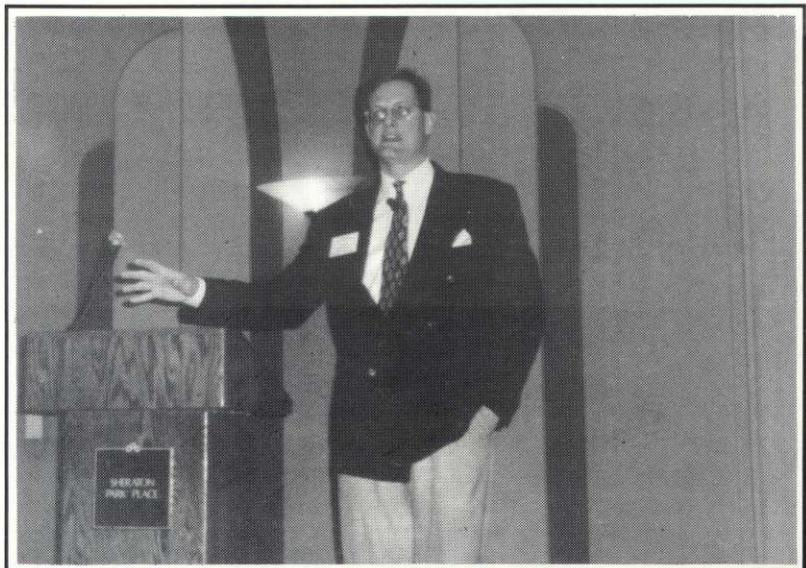
109 Attend March Mini-Seminar

An excellent program was presented on March 10th at the Sheraton Park Place in St. Louis Park. The day-long seminar was split between a morning session on hiring quality employees and the afternoon session was on service and communication. Our trainer, Jack Mateffy, has his own company and specializes in training and development solutions for businesses and organizations. The programs he presented to us were originally developed for and are used by Cargill in its employee training.

The hiring excellence workshop started with questions such as: "Why hire excellence?" "List three questions you would ask during an interview." Many of us fell flat on our face right off the bat by coming up with questions that really had nothing to do with the position a person was being interviewed for. Lesson number one: If it is not directly related to the position, then you do not have any business asking!!!

This was not a typical lecture seminar. We were asked questions and had to think about what we really do in the interviewing process. Did you know that 95% of the people hired were interviewed first or last? Or that all interviews must be the same length? How about all the different laws that govern interviewing and hiring? Jack had us asking each other about our own recruiting methods and questions we ask. This is what gave the seminars the magic touch; we were really able to bring this into our real world experience.

Bottom line with interviewing is to focus your efforts on finding out what experiences the per-



Keynote Speaker Jack Mateffy at the MGCSA Mini-Seminar

son has had that enables him or her to handle the duties of the position you are trying to fill. Before we can do this we must know what the position requires. We must be able to identify and list the 5 to 10 most critical job functions within each position. Add to that up to five less critical job functions and any special skills and training required. Finally, we must include any hard to quantify characteristics the person should possess such as integrity, honesty, etc. All of these must have a direct link to the job requirements.

Our afternoon session on service began with a walk back in time to the 1950s with a history lesson. Did you know that in 1950, 65% of the jobs were in manufacturing and 35% were in service?? Guess what the percentages are today?? Just the opposite with only 35% in

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Mini-Seminar—

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manufacturing and 65% in service. In the Minneapolis area 82% of the jobs are service related!!! This brought about the first question: What is the real goal of service?? To build trust and rapport as soon as possible!! We then started to work on defining terms and statements such as: Customer and moments of truth. Very simply, a customer is anyone that you build trust and rapport with and that moment of truth is anytime you communicate with a customer or anyone. It really came down to information (your ability) and emotion (your willingness) related to service. Are you willing and able to serve??? Not just customers but your employees and others?

The communications module focused on getting your message across. We all took a test to help us determine our own unique communication style. Are you visually-oriented, verbally-oriented or kinesthetically (doing) oriented? What this told us was that we all communicate (send and receive) information just a little differently and when it comes to training employees or a grounds meeting, we need to make a special effort to “cover all the bases” in our communication. We can all relate to this very easily if we think



109 attended the Mini-Seminar but we had room for more!

about the job of trimming trees. This would be quite difficult to train someone with only verbal instruction. It may be a bit easier with a drawing (visual) but we all know that to really get the message across you just have to get out there and try it.

The day was well worth the time spent. I always gauge a seminar by the “real world take home stuff” that I get out of it; this one was a 10 out of 10. Unfortunately, we had plenty of room for more participants. I think we tend to take for granted the education we

have available to us as a professional association. This may lead to apathy and nonparticipating by some, which is a terrible mistake. This seminar was absolutely top drawer, as good or better than anything we have ever offered in recent years. It's just too bad we didn't have a full house.

THANK YOU to Steve Young, Tom Parent, Pat Walton, James Gardner and Jim Nicol for the assistance you provided in bringing us this opportunity to learn and grow.

— Rob Panuska, Editor

Ben Crenshaw Receives Old Tom Morris Award —

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throwaway properties,” he said. “We are returning to a more classic design, which I like. I feel the timeless architectural designs are the best.”

Crenshaw said that he and his partner, William Coore, do a couple of golf course designs a year because they like to spend time on each project and want to keep their small crew together for each project.

“I was lucky enough to have a partner who is an agronomist,” he said, “and he has taught me so much about this field. In turn, I try to work on the playability of the course design.”

Crenshaw said that the move of golf professionals into design may give the public the impression that a golf professional can automatically become a golf course designer, but said that perception is wrong.

“I think this perception does an injustice to the golf course architect, who has spent so much time and energy learn-

ing how to design courses,” he said.

Water will be a challenge to both the architects and the superintendents because water resources will be sorely depleted in years to come, Crenshaw said. On a practical side, that means the standards on the golf course may be changed when it comes to green. For golf course superintendents to overcome their members' objections to these conditions, the green committees must be well-informed.

For everyone involved in golf, the increase in performance equipment is presenting a challenge as well.

“I know this question about the impact of equipment on design drives Pete Dye nuts, but it is a good question,” Crenshaw said. “We are at the critical, red line when it comes to equipment, and I'm beginning to agree with Jack (Nicklaus) that we must do something about the golf balls that are played in professional tournaments.”