



# Grow Your Career: Be Prepared When Opportunity Knocks

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Applebrook Golf Club

Malvern, PA

General Manager and Golf Course Superintendent



# My background

- Currently General Manager and Certified Golf Course Superintendent at Applebrook Golf Club
- Intern and Assistant Superintendent at Winged Foot Golf Club
- Began at Applebrook in 2000 as Grow-In Superintendent
- Accepted dual role of Superintendent and General Manager in 2009
- Member of the GCSAA, Met GCSA, Philadelphia AGCS and BIGGA

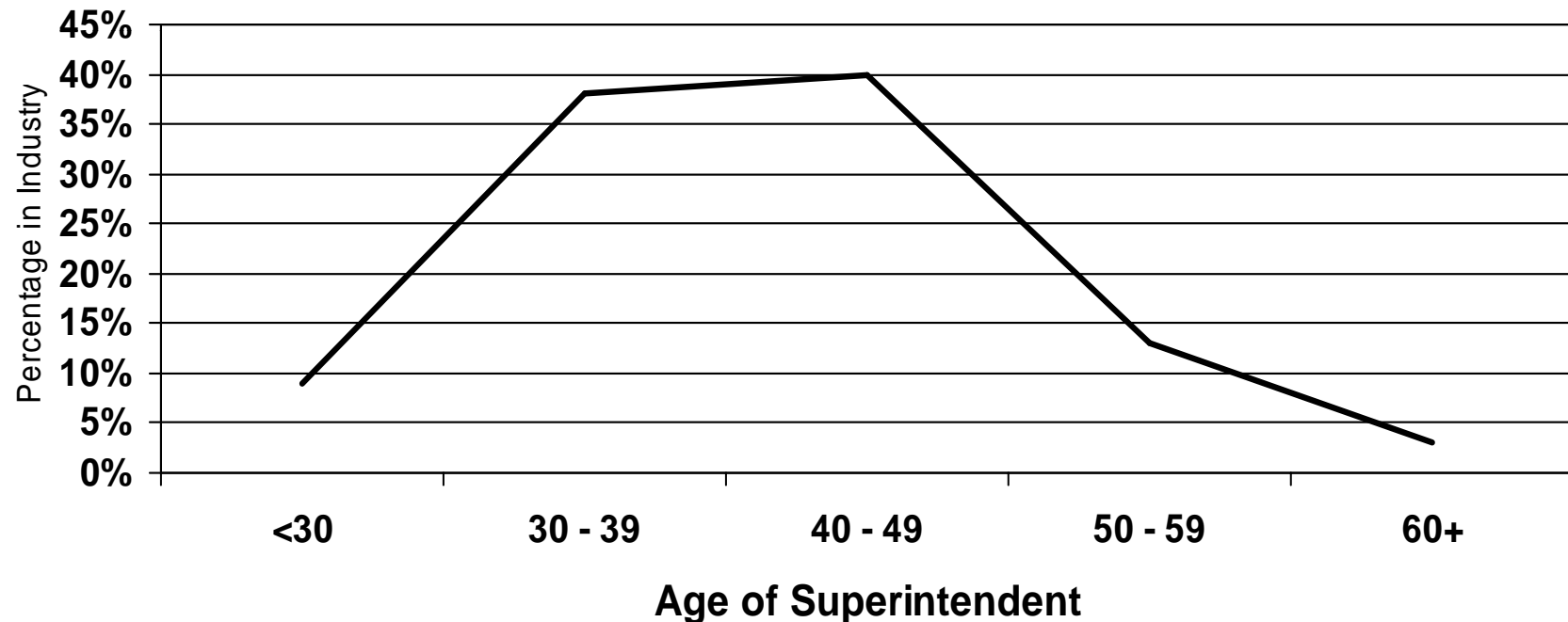


# Reasons to Grow Your Career

- Increased pay
- Job security
- Personal satisfaction/avoid getting in a “rut”
- Avoid becoming obsolete
- Statistics working against you

# Age Progression of a Superintendent\*

## Superintendent Statistics by Age Group




\* Data provided by GCSAA 2000 Compensation and Benefits Report



# What are options to grow career?

- Seek a promotion within the same employer
- Look for a new job outside your current employer
  - Upgrade to a private or higher-end facility
  - Manage Multi-Course Facility
- Consider other opportunities
  - Become a Regional Agronomist
  - Develop/create a consulting business



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*What do I need to  
do be prepared?*





# Education / Certifications

- Local, regional, national seminars – both turf related and non-turf related
- Classes at local or online colleges
- Obtain a degree: Associates, Bachelors, Masters, etc.
- GCSAA Certification, Master Greenkeeper
- Other industry certifications (i.e., CCM)



# Create and Maintain a Network

- Build relationships with individuals both inside and outside the turf industry
- Keep in touch and communicate with peers, members, sales people, vendors, etc.
- Consider all of these “future employers”

# Learn to Delegate

Hire talented employees  
&  
Learn to delegate





# Stay Current with Technology

- Irrigation software (i.e., using remote sensors, GPS, etc.)
- ***Continually*** look for ways to modernize and refine your programs



Ask yourself...


If an opportunity presented itself today  
could you email or mail your resume out...

***in an instant?***



# Create Personal Website

- This could be your advantage over other candidates
- Your information is instantaneously available to potential employer
- If you are not tech-savvy, pay someone to do it



# What to include on personal website?

- Make it your online portfolio
  - Information on current and previous employment
  - Education/background information
  - Photographs of golf courses you have worked at – include any projects you may have worked on
  - Any articles you may have written – newsletter, trade magazine, school reports
  
- Use others website as a guideline or template

BIO

EXPERIENCE

EDUCATION

PROJECTS

PHILOSOPHY

RESUME



NICHOLAS SCOTT HILLYARD  
Golf Course Superintendent

*"All men dream but not equally. Those who dream by night in the dusty recesses of their mind, wake in the day to find that it was vanity; but the dreamers of the day are dangerous men, for they may act their dream with open eyes to make it possible."*

– T.E. Lawrence



EXPERIENCE



PROJECTS



PHILOSOPHY



# Manage Personal Life

- Manage your finances – monitor your credit score
- Pay attention to what is on the world wide web about you – and what you put on the internet



# Keeping Balance

- Try to keep a balance – avoid burn out
- Pursue your hobbies with passion



# Summary

In this day and age when opportunities are scarce – those that will advance, those that will remain successful are the ones who are prepared...no matter what the opportunity is and how it presents itself.