

Market Yourself: The Importance of a Portfolio

Jared Nemitz

Senior Assistant Golf Course Superintendent,
The Ford Plantation Golf Club

Who Am I?

- Senior AGCS
 - The Ford Plantation Golf Club
 - Savannah, GA
 - 3 years
- Received Masters and Bachelors from Purdue University
- Interned/Worked:
 - St. Andrews Links and Trust
 - The Chevy Chase Club, DC
 - The Honors Course, TN
 - The Kampen Course, IN



Today's Objectives

● First Part:

- What a portfolio is
- Why use one
- When can it be used

● Second Part:

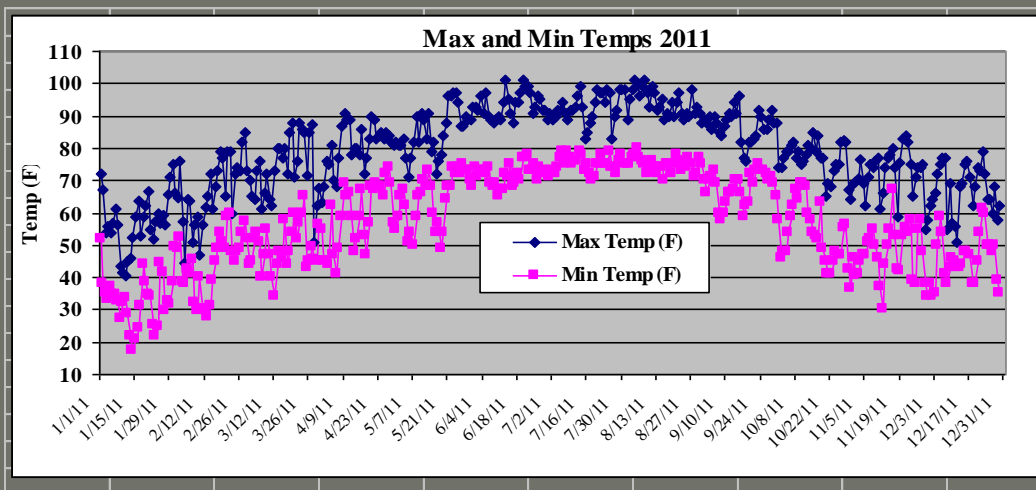
- What should and should not go into a portfolio
- How to create a portfolio

What is a Portfolio?

- A marketing tool that displays a collection of photos, files, and documents organized in a digital format such as website, CD, or PowerPoint
- Displays comprehensive view of a person's career
- Good way to showcase talents and experiences
- Tell the story of who you are and shows potential

When Do We Use Portfolios?

- At your current job:
 - Slide show presented to facility, municipality director, green committee to update leadership team
 - Slide show presented to supervisor as part of annual evaluation to document achievements using photos to detail projects, weather challenges



- Blog or website to improve marketability of your course and improve communication with membership/golfers

The Ford Plantation Agronomy Department



Useful Links

[Ford Plantation](#)
[GCSAA](#)
[GGCSA](#)
[USGA](#)
[Turfgrass Disease Update](#)
[10 Day Weather](#)
[GA Climate Data](#)

MONDAY, DECEMBER 20, 2010

The Pete Dye Internship Program to New Heights!

For the last two years, The Ford Plantation Golf Maintenance Department has been operating The Pete Dye Agronomic Scholarship program. This is a developmental internship program for young professionals with a passion for golf course maintenance.

About Me

NELSON CARON

[View my complete profile](#)

Nelson Caron



Director of Golf Course Maintenance

Jared Nemitz



Assistant Golf Course Superintendent



Figure 1-2. Interns take part in all facets of golf course maintenance including irrigation break repairs and chemical applications.

In December The Ford Plantation and the Savannah Community Foundation have teamed up to make the newly named Pete Dye Internship a 501(c)(3) tax deductible donation. Professors from leading turfgrass universities (Georgia, Penn State, Purdue, Clemson, North Carolina State and Florida) will submit up to two nominees for the internship/scholarship program. Nelson Caron and CW Canfield will submit these names to the Pete Dye Scholarship Committee comprised of Mike Killian, Steve Rabinowitz and Dr. Bill Thompson. Selected golf course interns will receive a scholarship to be used for educational expenses. Along with this scholarship they will also receive an hourly wage for the duration of the 3 month internship. Free housing, competitive wages and scholarship makes the Pete Dye Internship one of the most sought after internships in the country.

Prospective Employers

- In today's economy and competition, good way to separate yourself from the hundreds of 1 - 2 page resumes clubs can receive
- Provides prospective employer with additional context, broader picture of experience and career story
 - Expand on your resume by providing richer portrayal of your abilities and experience

When Do We Use Portfolios?

- ◉ Certified Golf Course Superintendent requirements
- ◉ Conducting job search
 - Submit CD/PDF to hiring committee
- ◉ For an interview
 - Brief PowerPoint to validate points discussed in the interview
 - Sometimes interviewing with people who are not golfers who don't fully understand what we do but can easily understand photos, etc.

Where to Start?

1. Resume
2. Website
3. Compile all information, photos, documents and digital files
4. Organize into logical divisions/pages on a website or in conjunction with a website
5. Make the website, resume and portfolio work together as one

Resume

- ◉ Keep updated
- ◉ Make it stand alone from portfolio
- ◉ Don't have same information in portfolio as resume -
SOMETIMES DIFFICULT!!!!
 - Can become redundant in both
 - Resume base information that qualifies and provides information YOU ABSOLUTELY WANT the search committee to see and read
 - Portfolio needs to expand and highlight different aspects of career

Website

- www.GoPlayBooks.com
- Great company that centers around golf course industry



Website

www.webstarts.com

Jared R. Nemitz

Senior Assistant Golf Course Superintendent

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"Manager, Teacher, Leader and Agronomist"



Jared R. Nemitz

Senior Assistant Golf Course Superintendent

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About

Jared has been working in the turfgrass industry since he was 16 years old. Discovering that he could turn his love for the game of golf into a life-long career he obtained his Master's and Bachelor's degrees from Purdue University. He also attended The University of Aberystwyth in Wales, UK when he took part in a study abroad experience. While attending Purdue he authored/co-authored six scientific papers and over 27 scientific abstracts, annual turfgrass reports and summaries.

Jared has worked on many exclusive golf courses across the world including The Kampen Golf Course (Dye) at Purdue University, The Chew Chase Club (Ross) in Washington DC, The Honors Course (Dye) in Ooltewah, TN and St. Andrews Links and Trust (Morris) in Scotland.

Along with his work experiences, Jared has volunteered/assisted in tournament preparations for NCAA Championships, a British Open, U.S. Open, U.S. Mid-Amateur, U.S. Senior Amateur and the Arnold Palmer Bay Hill Invitational.

He is currently the Senior Assistant Golf Course Superintendent at The Ford Plantation Golf Club waiting for his opportunity to become a Head Golf Course Superintendent. Jared has been happily married to Rachael Nemitz for five years.



[Click Above for Resume](#)

Education



Purdue University, Master of Science, Agronomy, West Lafayette, IN

- Taught/guest lectured for numerous turf classes including AGRY 210, AGRY 510, and corresponding labs
- Organized and facilitated AGRY 311 Turf Bowl classes (15-25 students)
- Facilitated study observing ball mark recovery time using various repair tools, nitrogen rates
- Determined methodology for filming water movement through various soil rootzone profiles to use as a classroom teaching tool sponsored by the USGA
- Researched erosion potential of an assortment of bunker sands on varying slopes
- Organized and implemented a study on fertilizer pickup after various irrigation regimes on putting greens
- Researched affects of simulated football traffic and over-seeding on bermudagrass winter recovery
- Examined antagonistic responses of trinexapac-ethyl (Primo) and various biostimulants used on golf greens

Purdue University, Bachelor of Science-Agronomy, West Lafayette, IN

- Assisted Dr. Cale Bigelow with various research projects
- Studied abroad in Aberystwyth, Wales at the University of Aberystwyth
- Agronomy Ambassador
- Member of Turf Bowl Team and Turf Club (3 years)

Professional Associations

- Golf Course Superintendent's Association Member - 8 years
- Georgia Golf Course Superintendent's Association - 3 years

Continuing Education

- GCSAA National Conference Attendee: 2003-2011
- TurfNet /GCSAA/USGA Webinars: Continually
- Glen Shepherd Management Seminar: 2009



Jared R. Nemitz

Senior Assistant Golf Course Superintendent

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Contact

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Twitter Account: twitter.com/JaredNemitz

Agronomy Blogspot: tfpagronomy.com



Scribd Download Print Fullscreen



Jared R. Nemitz



BUILDING A STRONG TEAM

I believe the key to building a successful golf maintenance department starts with a strong leader. My management philosophy is based on caring for your team, maintaining discipline, being fair and consistent.

I care for my crew and take great pride in working with them and creating high quality playing surfaces.



I do not believe in conflict avoidance. Being a conflict avoider can bring down a crew and management team.

I use the “DASR” approach, a proven systematic approach that allows me to give negative or positive feedback to employees. Many managers choose to avoid the “tough” conversation. I embrace these challenges and take pride in leading and managing.

Portfolio Information

◉ What to include?

- Work philosophy, or Mission statement
- Career goals
- Resume
- Tournament experience
- Career highlights
- References, letters of recommendations
- Certificates, degrees, honors and awards
- Professional memberships

Portfolio Information

- ◉ What to include?
 - Community leadership and involvement
 - Employee training plan
 - Environmental stewardship
 - Communication about your golf course
 - Oral presentations

Portfolio Information

- ◎ What not to include:
 - Don't get too personal
 - I have seen some with family information, likes, dislikes . . . Don't know who is reading!
- ◎ Don't get too wordy
 - Pictures are great
 - Text boxes
- ◎ Be careful of size of document/information
 - Too much can be overwhelming, confusing, contradicting

Organize It

- ◉ Make sure it is well-organized
- ◉ A clean consistent appearance and look
 - Use Microsoft word or other programs on Macs built for portfolios
 - Has to be easy to read and skim through

A Portfolio of a Golf Business Professional

Jared R. Nemitz, AGCS



WORK EXPERIENCES

The Ford Plantation Golf Club, Richmond Hill, GA
Senior Assistant Superintendent, January 2009-Present



The Ford Plantation features a premier Pete-Dye designed championship course with two distinctive nine-hole challenges: the front nine is a parkland style designed around 250 acres of freshwater lakes, and the back nine resembles a great Scottish links-type course in the middle of majestic wetlands. The Ford Plantation is ranked in the Top 20 of golf courses in the state of Georgia according to Golf Digest and is ranked by Travel and Leisure as one of the Top 100 Golfing Communities in America.

St. Andrews Links and Trust, St. Andrews, Scotland
Internship, Summer 2005



St Andrews Links is known throughout the golfing world as "The 'Home' of Golf" and where the traditions of the game have evolved over the last six centuries. The seven public courses at St. Andrews make up the largest golfing complex in Europe.

The Honors Course, Chattanooga, TN
Internship, Summer 2004



The Honors Course is an 18 hole private club designed by Pete Dye. The facility was constructed by Jack Lupton, to "Honor" amateur golf. The Honors Course is known throughout the country as having the firmest and fastest greens in the South. The Honors is perennially ranked in the Top 50 by Golf Digest Magazine's 100 Greatest Golf Courses in America.

Birck-Boilermaker Golf Complex at Purdue University, W. Lafayette, IN
Part-time during school, August 2002 - December 2005



The Birck Boilermakers Golf Complex consists of two golf courses, a native style golf course (The Ackerman) and a links style course (The Kampen) designed by Pete Dye. The Birck Boilermaker Golf Complex hosted the 2008 NCAA Men's Championships and the 2003 NCAA Women's Championships as well as numerous men's and women's Big Ten Championships. Purdue's course is perennially ranked in the Top 10 College Golf Courses in America.

The Chevy Chase Club, Washington DC
Internship, Summer 2003



Chevy Chase Club is a picturesque club that provides its members with recreation and refuge from the stresses of daily life in the environs of the nation's capital. The golf course was designed by Donald J. Ross, ASGCA/r Colt & Alison/r Arthur Hills, ASGCA, and was opened in 1892.

Highland Woods Country Club, Bonita Springs, FL
Winter Work Experience, December 2002 - January 2003

Bent Oak Country Club, Elkhart, IN

Putting Greens

PUTTING GREEN SURFACE MANAGEMENT

Putting greens are the most important aspect to any golf course and the greens at the Ford Plantation are no exception. We strive to have the best greens that provide the highest quality playing surfaces to the golfer. The putting green surface management program that I have been instrumental in creating at the Ford Plantation is one of precision and high quality.

The Ford Plantation USGA TAS Visit



Patrick O'Brien
USGA SE Region Director
August 10, 2011

Putting Greens

- The TifEagle putting greens at Ford Plantation are the finest ultra dwarf putting surfaces in the world.
- The surface management programs underway are enacted under the famous philosophy discovered by Mr. Rodney Lingle at Memphis Country Club.
- This is the third season this program has been underway.
- Mowing heights are now the lowest ever at 0.040 inch compared to 0.080 inch last summer.
- Green speeds are achieved at 15 feet on the Stimpmeter.



Putting Green Expectations



- The highest putting green standards known in the industry now exist at Ford Plantation due to the expertise of the staff.

Testimonials: USGA Turf Advisory Reports

TifEagle Putting Greens



Below is an excerpt from a regional turf advisory visit (TAS) conducted by Patrick O'Brien.



The Ford Plantation
Turfgrass Advisory Visit
September 23, 2010
Page 3

The maintenance staff at The Ford Plantation are the premier experts in TifEagle putting green surface management. The putting greens at The Ford Plantation are the best in the southern USA and maybe the world.

Putting Greens

Observations

The TifEagle putting greens are now the finest playing surfaces that I visit annually in the Carolinas and Georgia. I have never observed finer ultra dwarf putting quality than at The Ford Plantation due to the management programs of Mr. Caron.

TifEagle green speeds the day of my visit were at approximately 14 feet and 6 inches. I have never seen faster green speeds ever in my 30 plus career with the USGA Green Section. It is remarkable to think back in 1977 when the USGA first took stimpmeter readings at courses that the average speed was at 6 feet! I have emailed the original set of stimpmeter data taken throughout the USA by USGA agronomists for everyone to view the results and see what green speeds use to be at.

The surface management practices underway that include sand topdressing, verticutting, brushing, turf grooming, and tight mowing are all blended to perfection at The Ford Plantation. I don't know of any other golf course maintenance staff in the southern USA that does this grooming system any better.

THE FORD PLANTATION:

BEFORE AND AFTER

When I arrived at The Ford Plantation Golf Club to assume my current position, I was faced with tremendous agronomic challenges. The photographs below on the left were taken on the first day of my employment. The photos on the right represent total turfgrass recovery after executing a short, medium and long range detailed agronomic plan.



Total turfgrass failure on a Ford Plantation fairway.



Complete turfgrass recovery due to smart, scientific, agronomic practices.



After strategic planning, The Ford Plantation members enjoy "world-class" putting greens.



Total turfgrass failure on a Ford Plantation fairway.



Complete turfgrass recovery due to smart, scientific, agronomic practices.

THE FORD PLANTATION: BEFORE AND AFTER

Turfgrass failure on a Ford Plantation fairway.



Complete turfgrass recovery due to smart, scientific, agronomic practices.



To the left, massive turfgrass decline observed at a Ford Plantation putting green site on the first day of my employment.



Industry professionals come to Ford Plantation to learn about my unique green management strategies.



Total turfgrass failure on a Ford Plantation fairway.



Complete turfgrass recovery due to smart, scientific, agronomic practices.

Communication with Members



Jared R. Nemitz

ORAL/COMMUNICATION SKILLS

Maintaining The Ford Plantation Agronomy Blog is a great way to communicate to our members with videos and pictures in short information pieces. This is an easy way to get important and pertinent information to members. The blog is also respected within the turfgrass industry and has been viewed in over 25 different countries.

The Ford Plantation Agronomy Department



Welcome to The Ford Plantation Agronomy Blogspot. Feel free to navigate the blog and get caught up on current golf course conditions, employee news, important maintenance dates and general information from the Superintendent in Caron's Corner!

Blog Topics

Caron's Corner (11)
 Golf Course Conditions (1)
 Golf Course News (1)
 Maintenance Calendar (1)
 Ford Plantation (1)

Nelson Caron



Superintendent of Golf Courses
 The Ford Plantation

Jared Nemitz



Assistant Golf Course Superintendent

SATURDAY, NOVEMBER 12, 2011

It's That Time of Year Again...Frost Delays

It's that time of year again when mother nature begins to interrupt golf courses maintenance programs as well as suspend the start of your golf round. During late fall and winter months golf is often interrupted by frost delays.

Grass blades can be damaged during periods of early and light frost if walked or driven upon (Figure 1). As temperatures begin to drop further, the individual cells of the blades can become frozen and waxes can lead to plants being damaged severely and or die.



Jared R. Nemitz



TESTIMONIALS

January 7, 2011

Jared,

Congratulations on your talk at the February national meeting [Golf Course Superintendent's Association Green Industry Show]. We are so proud of you at Ford. Your contributions to our agronomy program and work ethic have been exemplary. I want you to know that your efforts have not gone unnoticed and that on behalf of the Ford membership I thank you.

Sincerely,

Bill Thompson
 Chair, Greens Committee

Newsletters written,
 educational golf tours,
 oral presentations etc.

Ford Plantation Utilizes Precision Turfgrass Management

At The Ford Plantation I take a great deal of pride in applying the correct amounts of fertilizer to our turfgrass system to maximize plant health and playability. Responsibly protecting our environment and preserving our natural habitat is also paramount in this environmentally sensitive area. The members at Ford Plantation have one of the most beautiful golf course settings in the country and taking care of its environment is one of our top priorities. Our environmental steward program showcases a precision fertilizer program (applying nutrients only where needed) which is a stark contrast to the “old methodology” of applying a “10-10-10 fertilizer” to all areas of the golf course.

Out of 16,000+ golf courses in the United States, The Ford Plantation is one of the very few clubs that employs precision fertilization practices. To achieve accurate and precise fertilization we employ GPS mapping combined with soil sampling to determine plant needs.

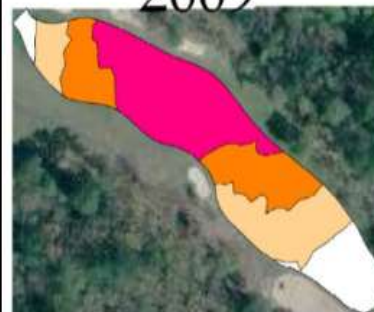
Global Positioning Systems are used to determine precisely what areas require nutrients.

Tracking and studying these important data sets helps bring CONTINUITY to any fertility program, predicts fertility cost, solves troublesome areas that are below standards and aids in communication with the staff where special attention needs to be considered. Beyond the transition from 2009 to 2011 is remarkable and ideal. All major and minor nutrient elements are tested and consistent.

Soil pH (11)		
7.20 - ∞	(0.64 ac - 36.1%)	
6.90 - 7.20	(0.43 ac - 24.3%)	
6.50 - 6.90	(0.43 ac - 24.2%)	
6.20 - 6.50	(0.27 ac - 15.4%)	
5.90 - 6.20	(0.00 ac - 0.0%)	
5.00 - 5.90	(0.00 ac - 0.0%)	
-∞ - 5.00	(0.00 ac - 0.0%)	

Soil pH (11)		
7.20 - ∞	(0.00 ac - 0.0%)	
6.90 - 7.20	(0.25 ac - 14.2%)	
6.50 - 6.90	(0.98 ac - 55.4%)	
6.20 - 6.50	(0.53 ac - 29.8%)	
5.90 - 6.20	(0.01 ac - 0.6%)	
5.00 - 5.90	(0.00 ac - 0.0%)	
-∞ - 5.00	(0.00 ac - 0.0%)	

2009



2011



With this technology, we are able to apply fertilizers only where they are needed at variable rates, giving the turfgrass plants exactly what they need... not too much and not too little. My golf course maintenance department takes pride in being stewards of the environment and continuing to be environmental leaders in the turfgrass industry.

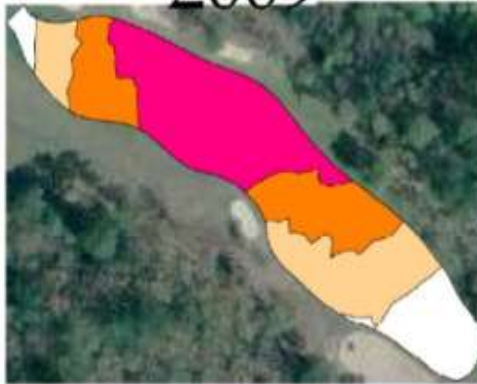
Shown to the right, 125-250 soil samples, indicated by the green dots, are taken per each golf hole to make up 25 GPS data points per golf hole.

Tracking and studying these important data sets helps bring CONTINUITY to any fertility program, predicts fertility cost, solves troublesome areas performing below standards and aids in communication with the staff where special attention needs be considered. Below, the transition from 2009 to 2011 is remarkable and ideal. All major and minor nutrient elements are tested and considered.

Soil pH ((1))		
7.20 - ∞	(0.64 ac - 36.1%)	
6.90 - 7.20	(0.43 ac - 24.3%)	
6.50 - 6.90	(0.43 ac - 24.2%)	
6.20 - 6.50	(0.27 ac - 15.4%)	
5.90 - 6.20	(0.00 ac - 0.0%)	
5.00 - 5.90	(0.00 ac - 0.0%)	
- ∞ - 5.00	(0.00 ac - 0.0%)	

Soil pH ((1))		
7.20 - ∞	(0.00 ac - 0.0%)	
6.90 - 7.20	(0.25 ac - 14.2%)	
6.50 - 6.90	(0.98 ac - 55.4%)	
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5.90 - 6.20	(0.01 ac - 0.6%)	
5.00 - 5.90	(0.00 ac - 0.0%)	
- ∞ - 5.00	(0.00 ac - 0.0%)	

2009



2011



With this technology, we are able to apply fertilizers only where they are needed at variable rates, giving the turfgrass plants exactly what they need... not too much and not too little. My golf course maintenance department takes pride in being stewards of the environment and continuing to be environmental leaders in the turfgrass industry.



INTERN PROGRAM

Teaching, mentoring and preparing up and coming professionals is one of my favorite responsibilities at the Ford Plantation. Organizing, selecting and training interns have been a large part of my life at the Ford Plantation. For the last two years, I have been operating The Pete Dye Agronomic Scholarship program. This is a developmental internship program for young professionals with a passion for golf course maintenance. Previous interns from the Ford Plantation Golf Club have now entered into the turf industry at various clubs including Augusta National Golf Club and Secession Golf Club.



Teaching and explaining the science of agronomy is something I enjoy doing.

Having dedicated motivated and highly trained employees, like interns, on staff is a huge benefit for any club and golf maintenance department.



Other Examples of Online Portfolios

- ◉ <http://nelsoncaron.com>
- ◉ <http://troyfink.com/portfolio.html>

GCSAA Services

- Career Coaching Service provided by GCSAA
 - FREE SERVICE with member number!!!!
 - Resume professionals will look through your current resume (and cover letter drafts) and make suggestions for you to improve your documents.
 - Send it by e-mail as a MS Word attachment with your membership number to Carol D. Rau, PHR, Career Consultant at careeradvantage@sunflower.com.

GCSAA Services

- Also offer:

- Offer resume re-writes for \$145
- For varying fees they will also critique and edit digital supplementary career materials such as career websites, portfolios, CDs, and PowerPoint slide shows

- Just go to the GCSAA website ⇒ jobs ⇒ resources ⇒ Career Coaching Services

- <http://gcsaa.org/jobs/resources/GCSAA-Career-Coaching-Services.aspx>

Wrap-Up

- Portfolios can be used in your current job or in your job search
- It is a collection of photos and information that, coupled with your resume, expands on your career
- Using a website, blog and portfolio document is a great way to market yourself in an ever-changing and increasingly competitive industry

Thank You

Website: Jarednemitz.com

Email: Jarednemitz@hotmail.com

Twitter: [@jarednemitz](https://twitter.com/jarednemitz)