

Building a Bridge: Successfully Managing Gender & Generational Differences



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“THIS IS A MAN’S WORLD”



...But I’ll just sneak in here and see what kind of fun you all are having...

- Born and raised in Ohio just south of Columbus**
- Graduated from The Ohio State University –
Agricultural Technical Institute**
 - Turfgrass Management Degree**
 - Certificate in Commercial Turf Equipment**
- Worked on golf courses in central Ohio, Massachusetts (Cape Cod area) and now in Northeast Ohio at Firestone Country Club**

They don't teach this stuff in school...



School makes you think – but work makes you learn!

- We all come from different experiences and backgrounds, but the common thread = **PEOPLE**
- Majority of my experience drawn from Firestone where a 73 person crew maintains:
 - 54 holes of private golf
 - 9 holes of public golf

I try to remind myself everyday...



Fairness

Firmness

Compassion

Leading By Example



- Can be in a variety of settings
- Not just physical tasks
- Some of the most important examples that you can give are how you interact with the people around you.

It starts at the top!

Down to the cold hard facts...



We all know what I am about to say, I'll just throw it out there...

**WOMEN ARE DIFFERENT THAN
MEN!**

Who knew?

But it goes both ways -



- **Women adapt just as men do to different work scenarios and situations**

- **In the end – the resulting work or outcome should be the same.**

You're only as old as you feel...



- But what happens when you are the youngest in the crowd?
- Does it matter if you are younger than everyone you supervise?
- 44% of all professional members of GCSAA fall in the age range of 20-39.

Face it every day with the skill of...

LISTENING!!!!



- There is a **MAJOR** difference between listening and hearing. Make sure you are listening.
- You're never too old to respect your elders.
- Use all of your colleagues as sounding boards...
IF it is appropriate and applicable.

Once again – it's a 2-way street



- We all had someone or a group of people that helped us to become the person we are today.
- Younger workers may be more readily available than experienced or older individuals, so mold them into people that hold the same values that you do and that want to accomplish your goals.

Be relatable, available and understandable.

So - who's side are you on?



YOUR OWN!!

- Up and down the age spectrum and across gender lines – it all can be yours
- In the end – it is our goals as leaders that have to be met – it is up to us how we get there.

Be an ally for your team.

Be supportive to your employees.

Be fair, firm and compassionate.

THANK YOU!!



Thanks for listening today – questions to follow.
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