

# Networking: Why is This Important for You?

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# Networking:

## Definition of *NETWORKING*

1 : the exchange of information or services among individuals, groups, or institutions;  
*specifically* : the cultivation of productive relationships for employment or business

2 : the establishment or use of a computer network

– First Known Use of *NETWORKING*: 1967

– Rhymes with *NETWORKING*: hardworking

<http://www.merriam-webster.com/dictionary/networking>

Communication!!

Best Wishes Suzanne  
Under Neat that  
We will Miss you

# Superintendent

- One of the most challenging professions
- Manages:
  - People
  - Golf Course (includes turf, ponds, equipment, irrigation, plant protection, many other aspects)
  - Players
  - Facilities
  - Logistics
  - Budget

# Superintendent

- New information is available on a regular basis
- Fast-paced
- Every day requires different decisions
- Diverse
- 'Communication is perhaps the most important quality of a golf course superintendent'

# A Few Reasons to 'Network'

- Friends and Family
- Budgets
- Agronomic Planning
  - Observations on weather, disease, insects, others
- Learn from or teach others - share ideas
- Sounding board
- Mental SUPPORT- you're not on a island!

**The 'Golf Business' can make you feel like you are sometimes on an island.**

**Many times there are others having the same problems as you and communicating with them is KEY! Networking is important.**



# 'Methods to Network'

- Dinners/lunch
  - Way to meet new people in your industry in close company
- Local and National Associations
- Student or University Groups
- Volunteer for events or charity
- Education Seminars/trade shows/field days
- Email/text messages- not as personal
- Facebook, Twitter, etc - not as personal
- Phone calls - old school but highly effective

# Conversation Over Food

- Find people you don't know and ask if they would join you for lunch
- Good time to ask the right questions
  - Any suggestions or questions: where, how, how long, what are your biggest challenges?
- Ease of conversation

# Pros and Cons of Networking Over Food

- Pros:
  - Easy to find topics to discuss
  - Relaxing and comfortable
  - Phones should be off and you should have full attention
  
- Cons:
  - Maybe loud
  - Too many people

# Volunteer for Tournament Prep



Photo by D. Linde



# Meeting Students and Providing Advice



# Association Meetings

Besides golf events, family tours and field trips are a great place to meet others in common with you and NETWORK.



DELAWARE VALLEY COLLEGE

30



Photo by D. Linde

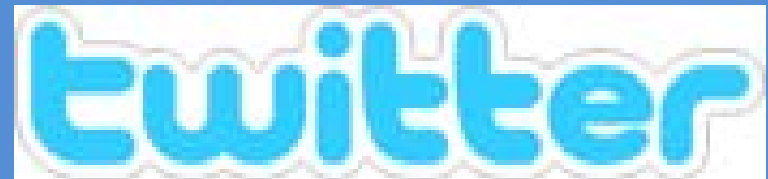
# Agronomic Social Media



- Others

# Social Media = media for social interactions

- Differs from traditional methods of media: TV, magazines, newspaper, film, etc.
- Large capability to rapidly reach a lot of people
- Can be a good networking tool when used properly
- Social networking accounts for 22% of all time spent on the internet



<http://www.linkedin.com/>

[http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

<http://digital.venturebeat.com/2010/02/10/54-of-us-internet-users-on-facebook-27-on-myspace/trackback/>

# Advantages to Social Media

- Quick
- Ask and send information quickly
- Direct feedback
- Keep in touch with people you don't see frequently
- Information up-to-date vs. traditional media

# Disadvantages to Social Media


- Be sure to separate personal vs. business
- Some people don't use the internet
- Can be tough to sort through all of the information/post to find your interest(s)
- Not as personal as phone call, email, or in person

# Agronomic Networking

- Trade shows/field days/ other opportunities
- Weather
  - 2010 was a tough year
- Management Strategies
- Budgets
  - our course is completely different from that one
- New Products or Equipment
- Pest
  - Especially new ones







**Perennial ryegrass thinning out in late summer!  
Golfers are asking are we the only course in the area?**



Over the past 8-10 years, the annual bluegrass weevil has been a more serious pest in locations that it has not traditionally been. Looking to others for their suggestions to effectively manage it are KEY!

# The Benefits of Networking

- You know you are not 'on the island'
- Great resources
- Great friends
- Timely information (they won't let you be left behind)
- Friendship
- Opportunity to work on your communication skills

# Keys to Effective Networking

- Find the best way for you and others to communicate!
- Be open to share stories, experiences, and information
- Be willing to listen or read
- Treat others the way you want to be treated
  - Think about your questions before you ask
- Take a 'true' interest in others