

## PROFESSIONAL DEVELOPMENT: NECESSARY STEPS IN YOUR CAREER ADVANCEMENT

"You Never Know Where A Career in Turfgrass Can Take You" v.2

## MY PROFESSIONAL BIO

- ▶ Bollerhacker Turf Alumni
- ▶ MS Sport & Recreation Administration, Facility & Event Management – WKU
- ▶ Certified Sports Field Manager
- ▶ Director Park Maintenance, City of Chattanooga (TN) Public Works
- ▶ Park Manager at Elizabethtown (KY) Sports Park, Turf/Maintenance Manager previous
- ▶ Turf Manager at International Polo Club Palm Beach (FL)
- ▶ Groundskeeper – Baltimore Orioles Spring Training, Ft. Lauderdale (FL) Stadium
- ▶ Pre - Turf degree – Golf, Triple-A MLB, DI & DIH Athletics

Chattanooga, Public Works, Parks, Division

Operate & Maintain City Parks & Golf Courses

- 800+ Acres maintained
- 106 Parks
- 35 Miles of greenways & trails
- 53 Tennis courts
- 42 Playgrounds
- 20 Swingsets
- 8 Outdoor fitness zones
- 5 Youth athletic associations
- 3 Dog parks
- 2 Golf Courses
- 2 Bridges



### Career Development

Career development is the lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future. - Wikipedia



## LIFE CAN CHANGE FAST IN A SHORT TIME

June 2013



August 2017



## HOW MANY HAVE ASPIRATIONS TO BE MORE THAN JUST A SPORTS TURF MANAGER?



## YOU DON'T PLAN A CAREER – YOU MANAGE IT

- ▶ "Career management is the continual process of setting career-related goals and planning a route to achieve those goals. It includes taking into consideration goals for salary, title, skills mastery and company or organization affiliation, and mapping out the actions and knowledge needed to reach those goals. Career management also entails self-awareness of one's existing skills and what skills or knowledge are required by industry as the industry's technological, political and cultural landscape changes." – Association Advisor Magazine
- ▶ <https://www.superintendentmagazine.com/managing-golf-course-maintenance-career/>
- ▶ How to Climb the Career Ladder - <https://www.sportsfieldmanagementmagazine.com/careers/career-ladder/>

## MUST HAVE QUALITIES & ACTIONS FOR SUCCESS

<p>Personal Qualities,</p> <ul style="list-style-type: none"> <li>▶ Drive/Passion</li> <li>▶ Work Ethic</li> <li>▶ Positive Attitude</li> <li>▶ Resourceful</li> <li>▶ Patience</li> <li>▶ Integrity</li> <li>▶ Confidence</li> <li>▶ Communication</li> </ul>	<p>Personal Actions</p> <ul style="list-style-type: none"> <li>▶ Set Goals</li> <li>▶ Follow Through</li> <li>▶ Commit to 100%</li> <li>▶ Go the Extra Mile</li> <li>▶ Build Professional Relationships</li> <li>▶ Never stop learning</li> <li>▶ Challenge yourself</li> </ul>
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Does not matter what route you go, get educated!

## EDUCATION

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- ▶ Traditional 4-yr & 2-yr programs available at most state Ag Universities
- ▶ Non-traditional short course programs; i.e. Rutgers winter school, Univ. of KY Professional Turf Manager
- ▶ Vocational programs at local community colleges; Chattanooga State CC Turf & Hort. Certificate
- ▶ Online programs; Penn St., Ohio St., Great Lakes Turf School
- ▶ State Univ. Extension Programs

## CONTINUING EDUCATION

- ▶ Continuing Education is Key!
- ▶ Many possibilities
- ▶ Industry opportunities; i.e. Expo's, Conferences, Short Courses, Univ. Extension, Local seminars, webinars...
- ▶ Additional degrees, graduate certificates, etc
- ▶ "Be agronomically astute"
- ▶ Soft Skills too
- ▶ Learn something new
- ▶ Never stop learning!

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

- Thomas A. Edison

## WORK

## WORK:

- ▶ Gain experience
- ▶ Put in the time
- ▶ Maybe be willing to move
- ▶ Earn your way up
- ▶ Learn from professionals
- ▶ Seek opportunities to learn
- ▶ Seek opportunities to try different practices

## NETWORKING:

- ▶ Traditional
- ▶ National Industry organizations
- ▶ Local Industry organizations
- ▶ Get involved, take part, be on the Board, etc...
- ▶ Industry opportunities, i.e. Expo's, Conferences, Short Courses, Univ. Extension, Local seminars
- ▶ Social Media – Twitter, LinkedIn, etc?
- ▶ Utilize all opportunities to connect with others in the industry

Warren Buffet @itswarrenbuffet

Surround yourself with people that push you to do and be better. No drama or negativity. Just higher goals and higher motivation. Good times and positive energy. No jealousy or hate. Simply bringing out the absolute best in each other

12/24/17, 4:57 AM

66.7K Retweets 106K Likes

## GET CERTIFIED

- ▶ Personal & Professional reasons
- ▶ Shows dedication to profession
- ▶ Establishes you as industry leader
- ▶ Commitment to excellence
- ▶ Increases your value for current or future employer
- ▶ State Pesticide Applicator Certification
- ▶ Certified Sports Field Manager
- ▶ Certified Parks and Recreation Professional
- ▶ Certified Grounds Manager Etc.

"If you can dream it, you can do it." –Walt Disney

## GOALS

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83% People with No Goals

14% People with Goals in their Heads

3% People with Written Goals

10 Times Successful

30 Times Successful

## GOALS

### Setting Goals

- ▶ Allows you to progress in professional and/or personal life
- ▶ Gives you long-term vision & short-term motivation
- ▶ Focuses your acquisition of knowledge
- ▶ Helps you organize your time and resources


### Completing Goals

- ▶ You can take pride in the achievement of those goals
- ▶ See forward progress
- ▶ Raise your self-confidence
- ▶ Recognize your own abilities and competence

"You miss a 100 percent of the shots you don't take."  
- Wayne Gretzky

## OPPORTUNITIES

HOW MANY ARE CURRENTLY IN A POSITION THAT MAY HAVE NOT BEEN ON THEIR RADAR 5 YEARS AGO OR PRIOR TO ACCEPTING YOUR CURRENT ROLE?



## SEEK OPPORTUNITIES

- ▶ Don't be afraid to get out of comfort zone
- ▶ Be Professional
- ▶ Educate yourself; Broaden your skill set
- ▶ Learn Management, Budgeting, Soft Skills,
- ▶ Understand where you need to grow in your abilities and skill
- ▶ Be able to sell yourself
- ▶ Recognize your strengths
- ▶ Don't be afraid to take risks
- ▶ Experiences help create opportunity

## JOB OPPORTUNITIES

- ▶ Never stop looking for the next opportunity
- ▶ Your "dream" job may change as you grow in your career and life
- ▶ Keep your resume up to date
- ▶ Don't "pigeonhole" yourself
- ▶ Select the next opportunity on best fit for you and your family
- ▶ Do not seek an opportunity for title or pay alone
- ▶ Be patient
- ▶ Work/Life balance?


## GETTING THE JOB

- ▶ Create a professional Online presence/Be Googleable
- ▶ Great cover letter with resume; highlight #'s, strengths, accomplishments
- ▶ Network
- ▶ Make contact prior to applying to job
- ▶ Follow up after applying, but don't be a pest

## INTERVIEWING:

- ▶ Arrive Early
- ▶ Be Prepared – Dress to Impress!
- ▶ Do research on prospective employer
- ▶ Know all you can about the job/employer
- ▶ Ask questions about budget, goals, staff challenges, expectations
- ▶ Ask what it is about the employer that they like about working there
- ▶ You are interviewing them as much as they are you.
- ▶ Be yourself and be professional
- ▶ Follow-up and maintain contact

## SO WHAT IS NEXT FOR YOU?



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