



# CHIPS & PUTTS

OFFICIAL PUBLICATION OF THE  
POCONO TURFGRASS ASSOCIATION

Founded in  
1936

VOL. 7, NO. 9

January 2002

## OUTSMART A KILLER

Lynn A. Smaha, M.D., Ph.D.

Cardiovascular diseases are the nation's No. 1 killer, with nearly a million lives lost annually. One event, cardiac arrest, claims 250,000 lives annually, usually within one hour of symptoms and before its victims ever reach the hospital. Chances are some of your golfers have some type of cardiovascular disease. Is your golf facility prepared should one of your golfers suffer a cardiac arrest on your course?

The American Heart Association is committed to increasing the survival rate from cardiovascular diseases through a number of initiatives, including the GCSAA-supported Links for Life, a joint program with *Golf Digest* designed to help prevent death on golf courses from cardiac emergencies. The top public locations where cardiac arrest occurs include golf courses, airports, shopping malls, and sports stadiums.

When a person suffers cardiac arrest, they suddenly lose consciousness, stop breathing and lose their pulse. In most cardiac arrest victims, the heart goes into an uncontrolled quiver, called ventricular fibrillation, and cannot effectively pump blood through the body. Defibrillation, or electric heart shock, is the recommended treatment for ventricular fibrillation. Every minute that cardiac arrest victims go without defibrillation decreases their chances of survival by 10 percent. A variety of factors cause cardiac arrest, but when it occurs, survival depends on successful and timely defibrillation.

Links for Life encourages the use of automated external defibrillators (AEDs) by making them accessible to those suffering cardiac arrest. Unlike their larger predecessors on television medical dramas,

new AEDs are smaller, with highly automated functionality. New computer chip technology enables AEDs to accurately

measure and analyze the heart rhythm and make an appropriate recommendation about whether to administer a shock. AEDs are about the size of a laptop computer and are batter-powered, making them compact, transportable and convenient for trained lay rescuers to use.

We encourage you to participate in Links for Life, so you'll be ready if one of your golfers suffers a cardiac arrest.

Tips for implementing Links for Life at your club:

The American Heart Association recommends that AEDs be placed as part of a comprehensive program including medical oversight, CPR, and AED training,

*(Continued on page 3)*

*"Every minute that cardiac arrest victims go without defibrillation decreases their chances of survival by 10 percent."*

### *In this issue.....*

- Common Resume Blunders
- Effective Constructive Criticism
- Melt Ice & Snow



## President's Message.....

Happy New Year! It looks like another year of many changes for the Pocono Turfgrass Association. While some of our brothers have moved to greener pastures, we welcome some new members.

I've set many personal, professional goals for myself, as well as goals for my last year as president of the Pocono Turfgrass Association. A couple of those goals are:

1. Continue to develop a strong, consistent Board of Directors.
2. Work towards our goal of a self-sustaining scholarship.
3. Generating more interest in monthly meetings.

While these are only a few goals, these are a few that I have "earmarked" for me to work with the current board to get accomplished.

In closing, we have a position open on the board and anyone who is interested, please contact me at 201-262-3365 for further information.

*Gene Huelster*

---

## From the Editor's Desk.....

I would like to welcome everyone into a new year of *Chips & Putts*. The ideas and suggestions for upcoming issues are rolling in, but I was hoping to receive some from people other than myself. Don't worry. I exhaled at some point in December. This month's article topic concerns the use of Automated External Defibrillators on golf courses. It is the American Heart Association's goal to eventually see these units supplied as commonly as fire extinguishers. If your facility is not currently equipped with one, I predict this will be a topic of discussion at your club within the next year or two.

*Eric Reed*



### Officers & Directors 2002

#### PRESIDENT

Gene Huelster, Pocono Farms C.C.  
570-894-8055  
turfman@ezaccess.net

#### VICE PRESIDENT

#### SECRETARY/TREASURER

Mark Eisele, CGCS, C. C. at Woodloch Springs  
570-685-2980  
eiselemk@flis.net

#### DIRECTORS

Jason J. Barndt, Berwick Golf Club  
570-759-6480  
grassman72@hotmail.com

Steven Chirip, Egypt Farms, Inc.  
570-894-3131

John Downer, Elkview C.C.  
570-222-9247

Joseph Henry, Hideaway Hills G.C.  
610-681-6000  
jrcmhenry@earthlink.net

Eric Reed, Valley C.C.  
570-788-4277  
barley5@aol.com

Duane Schell, Blue Ridge Trail G. C.  
570-868-8113  
djschell@epix.net

#### Past President

Ron Garrison, CGCS, Fox Hill C.C.  
570-655-2383  
rgarrison@golfsat.net

#### CHIPS & PUTTS STAFF

##### EDITOR

Eric Reed

##### Managing Editor

Melinda Wisnosky

##### Editorial Committee

Jason Barndt  
Jeff Koch  
Jim MacLaren

#### PTGA Office

RR 1, Box 219  
Harding, PA 19643  
Phone/Fax: (570) 388-2167



Any opinions expressed in this publication are those of the author and/or person quoted, and may not represent the position of PTGA. Information contained in this publication may be used freely, in whole or in part, without special permission as long as the true context is maintained. We would appreciate a credit line.



(Continued from page 1)

properly maintained equipment and integration with your local Emergency Medical Services (EMS) system. Your program should also include a communications system that allows both 911 and the emergency response team on your course. Trained rescuers should be available whenever golfers are on the course, and a vehicle ready at all times for fast transportation to the site of the emergency.

Before implementing a program on your course, consult with your local EMS personnel to get their input and to help you integrate your program with their system.

Encourage your members to learn CPR. CPR pumps blood through the body, temporarily circulating oxygen to vital organs like the lungs, heart and brain. This buys a few minutes until you can use a defibrillator to shock the heart. The combination of early notification of EMS, bystander CPR, early defibrillation and early advanced care by EMS is proven to save lives from cardiac arrest.

For more information about the *Golf Digest*/American Heart Association Links for Life program, call the Links for Life hotline at 800-438-0489 or the American Heart Association at 800-AHA-USA1.

*Golf Course Management March 2000*

**"Should my membership be concerned about any legal liabilities resulting from the use of AEDs at my course?"**

President Clinton signed into law the Cardiac Arrest Survival Act (HR2498) in November 2000. The law directs the placing of AEDs in federal buildings and provides nationwide Good Samaritan protection that exempts from liability anyone who renders emergency treatment with a defibrillator to save someone's life.

**"Does the State of Pennsylvania offer anything further?"**

The State of Pennsylvania (HB1897) provides immunity for a trained rescuer (untrained rescuer is covered if acting in good faith). The AED acquirer must:

- Notify EMS upon use of AED or ensure that rescuers know to do so.
- Ensure that the AED operators are properly trained.
- Ensure that device maintenance is carried out according to manufacturer guidelines.
- Make AED data available to EMS and other health officials as required.



**JOHN DEERE  
LANDSCAPES**

Featuring Hunter Golf Irrigation Systems  
Pump Stations • Fountains • Landscape Lighting  
Controller Board Repairs and More

**800-642-3706**

**Bayer** 

**Agriculture Division**

**John W. Wiblishauser**  
Field Sales Representative

Garden & Professional Care

Bayer Corporation  
318 E. Glenside Avenue  
Glenside, PA 19308  
Phone: 215-887-8936  
Fax: 215-887-0971  
Voicemail: 888 242-4200, ext. 3605



**TURF EQUIPMENT**  
MATT BROWN  
TELEPHONE: 215-340-5401  
PAGER: 888-896-5094

**IRRIGATION**  
GEORGE SKAWSKI  
TELEPHONE: 215-340-5450  
PAGER: 888-376-2074  
EMAIL: g.skawski@philyturf.com



## Providing Effective Constructive Criticism

By Geoff Brunner

One of the most challenging aspects of any supervisory role is that of delivering constructive criticism. A supervisor must strive to provide criticism that enhances an employee's performance as well as maintains a favorable supervisor-employee relationship. A 1984 study of 92 performances improvement discussions revealed that employees reacted defensively to criticism 54% of the time.<sup>1</sup> Certainly, that percentage has not decreased in the past 16 years of increasing individualism in society. Thus, the human resource efforts of the superintendent and assistant superintendent must be focused on achieving the greatest the greatest production from each employee without creating resentment which detracts from this primary goal. The following paragraphs will describe the most important parameters to delivering effective constructive criticism.

Initially, it is important to let the employees know that positive and negative criticism will be integral aspects of the job.<sup>2</sup> New employees should have this communicated to them in the interview and again on their first day on the job. Let them know that you will point out both their successes and mistakes—then make sure you do it.

When the time comes to provide negative constructive criticism, abiding by the following rules will make the criticism more effective:

- 1) Criticize both early in the day and early in the week.<sup>3</sup> By following this rule you give yourself the opportunity to approach the employee later in the day on a more casual basis in a more relaxed manner assuring them that everything is OK. If you hit them at the end of the day, they carry any negative feelings home with them, possibly allowing the thoughts to come more negative. In addition, you may not be at your best at the end of the day and any frustrations may enter into your message which are not intended for the individual who you are criticizing.
- 2) Criticize as swiftly as possible.<sup>3</sup> Make your message clear and concise.
- 3) ALWAYS criticize in private.<sup>3</sup> Whether it is in your office or on your buggy out on the course,

make sure you protect your employee's pride and social standing with his peers.

- 4) Do not criticize when angry.<sup>3</sup> Remember that you are primarily teaching and secondarily scolding. Subtly let the employee know that while you are doing both, your interest are in the betterment of the course.
- 5) Listen to what the employee has to say.<sup>3</sup> Allowing the employee to "save face" by explaining themselves facilitates effective communication. Indicate that you have heard them.



Criticism should always be directed at the task, not the person. Constructive criticism builds and instructs; it does not tear down. Always remember that it should be direct at employees who have the ability and potential to do better; do not waste time criticizing a person whose performance is hopeless. Look for another job for that person.

<sup>1</sup>Haynes, Marion E. 1984, *Managing Performance*. Crisp Publications, Inc., Los Altos CA, p. 232.

<sup>2</sup>Milligan, Robert A. and Maloney, Thomas R. 1996. *Human Resource Management for Golf Course Superintendents*, Ann Arbor Press, Inc., Chelsea, MI, p. 96.

<sup>3</sup>Davidson, Jeffrey P. 1999, *Giving and Receiving Criticism*, Grounds Maintenance, July 1999, p. C-4.

### *PlantStar Fertigation...Solutions to Grow On!*

Looking For The Answer To  
Spoon-Feeding Your Golf Course?  
PlantStar Fertigation Has The Solution...

With over 15 years experience, we know we can help. Give us a call for more details on how fertigation can change the way you grow your turf!



To learn more about PlantStar and our services, call us at: 800•277•STAR [www.plantstar.com](http://www.plantstar.com)



## COMMON RESUME BLUNDERS

By Kim Isaacs, MA, CPRW, NCRW



Make sure your resume is top-notch by avoiding the top 10 resume blunders:

### 1. Too Focused on Job Duties

Your resume should not be a boring listing of job duties and responsibilities. Go beyond showing what was required and demonstrate how you made a difference at each company, providing specific examples. When developing your achievements, ask yourself:

- How did you perform the job better than others?
- What were the problems or challenges faced? How did you overcome them? What were the results? How did the company benefit from your performance?
- Did you receive any awards, special recognition or promotions as a result?

### 2. Flowery or General Objective Statement

Many candidates lose their readers in the beginning. Statements like "A challenging position enabling me to contribute to organizational goals while offering an opportunity for growth and advancement" are overused, too general and waste valuable space. If you're on a career track, replace the objective with a tagline stating what you do or your expertise.

### 3. Too Short or Too Long

Many people try to squeeze their experiences onto one page, because they've heard resumes shouldn't be longer. By doing this, job seekers may delete impressive achievements. There are also candidates who ramble on about irrelevant or redundant experiences. There is no rule about appropriate resume length. When writing your resume, ask yourself, "Will this statement help me land an interview?" Every word should sell you, so only include information that elicits a "yes."

### 4. Using Personal Pronouns and Articles

A resume is a form of business communication, so it should be concise and written in a telegraphic style. There should be no mentions of "I" or "me," and only minimal use of articles. For example:

*I developed a new product that added \$2 million in sales and increased the market segment's gross margin by 12 percent.*

should be changed to:

*Developed new product that added \$2 million in sales and increased market segment's gross margin by 12 percent.*

### 5. Listing Irrelevant Information

Many people include their interests, but they should only include those relating to the job. For example, if a candidate is applying for a position as a ski instructor, he should list cross-country skiing as a hobby.

(Continued on page 7)



## Want to Melt Ice & Snow?

### Product

Magnesium Chloride  
Calcium Chloride  
Sodium Chloride (Rock Salt)  
Urea  
Potassium Chloride

### Effective Temperature

Minus 25 degrees  
Minus 25 degrees  
Plus 8 degrees  
Plus 10 degrees  
Plus 10 degrees

To get better melting for your money, look for pre-mixes such as a combination of calcium chloride and other products such as rock salt. The lower melting temperature of the calcium chloride will begin the melting process causing heat, then the other product will continue the process.

The calcium chloride should be at least 10%.

## Upcoming Events

### January 29-30

Maryland Turfgrass Conference & Trade Show  
301-345-4199

### February 3-10

GCSAA International Conference & Show  
800-472-7878

### March 7

Split Rock Lodge, Simplot Partners Customer Winter Meeting  
570-443-7154

## HOSPITALITY ROOM 2002

The Allied will be hosting a Hospitality Suite at the 73rd GCSAA Conference and Trade Show in Orlando, Florida on Thursday, February 7, 2002. It will be held at the Rosen Centre Hotel, Orlando, from 7:00 P.M. to 10:00 P.M.



Nothing Runs Like A Deere



**TOM BRAGO DALE ANDREW**

**FINCH TURF EQUIPMENT, INC.** (215) 661-0390  
419 Industrial Drive (800) 875-TURF  
North Wales, PA 19454 FAX: (215) 661-9161  
Web Site: www.finchinc.com PARTS: (800) 78-DEERE

**John Fowler**  
Syngenta Professional Products

**syngenta**

Syngenta Crop Protection, Inc.  
325 Mill Pond Lane  
Oxford, PA 19363  
Tel. 610-998-2896  
Fax 610-998-2987  
www.syngenta.com

john.fowler@syngenta.com

**EarthWorks™**  
Natural Organic Products

Joel Simmons

P.O. Box 278K www.soilfirst.com  
6574 S. Delaware Drive Fax: 610-250-7840  
Martins Creek, PA 18063 Phone: 610-250-9560

**800-732-TURF**

JOHN M. BODOCK

**Lawn and Golf Supply Co., Inc.**

SPECIALISTS IN EQUIPMENT AND SUPPLIES  
FOR MAINTENANCE OF TURF

PHONE: (610) 9335801  
(800) 362-5650  
FAX: (610) 933-8890

647 NUTT RD. P.O. BOX 447  
PHOENIXVILLE, PA 19460

VERTI-DRAIN & ROTADAIRON 570-602-3054  
DEALERS & CONTRACTORS 800-554-4863  
FAX 570-602-3053

**E & M GOLF SUPPLY Co.**

A DIVISION OF H.V. INC.  
950 SATHERS DRIVE, PITTSTON TOWNSHIP, PA 18640

SPECIALIST IN DEEP TINE AERATION

**STEPHEN MICHAEL**

**fisher & son  
company, inc.**

Superior Products for the  
Turf and Horticultural Professional

**Mark Reed** (610) 282-2381 fax (610) 282-2392  
237 East King St. Malvern PA 19355

PH. 1-800-262-2127 FAX (610) 644-7791 www.fisherandson.com

**Llewellyn  
& McKane Inc.**  
Manufacturers of Fine Printing

31 Hill Street, P.O. Box 507  
Wilkes-Barre, PA 18703-0507

570-822-8181  
FAX: 570-823-3579

- Layout and Design
- Typesetting
- Mac/IBM desktop publishing interface
- Laser color separations
- Scitex® electronic photo retouching
- Full electronic prepress services
- Foil stamping, embossing
- Complete bindery including saddlestitch and perfect binding

It's every player's responsibility...

- Repair ball marks
- Replace or fill divots
- Rake bunkers



*A message from your golf course superintendent and GCSAA*



(Continued from page 5)

Personal information, such as date of birth, marital status, height and weight, normally should not be on the resume unless you're an entertainment professional or a job seeker outside the U.S.

## 6. Using a Functional Resume When You Have a Good Career History

It is irksome for hiring managers not to see the career progression and the impact made at each position. Unless you have an emergency situation, such as virtually no work history or excessive job-hopping, avoid the functional format.

The modified chronological format is often the most effective. Here's the basic layout:

- Header (name, address, email address, phone number)
- Lead with a strong profile section detailing the scope of your experience and areas of proficiency.
- Reverse chronological employment history emphasizing achievements in the past 10 to 15 years.
- Education (New grads may put this at the top.)

## 7. Not Including a Summary Section that Makes an Initial Hard Sell

This is one of the job seeker's greatest tools. Candidates who have done their homework will know the skills and competencies important to the position. The summary should demonstrate the skill level and experiences directly related to the position being sought.

To create a high-impact summary statement, peruse job openings to determine what's important to employers. Next, write a list of your matching skills, experience and education. Incorporate these points into your summary.

## 8. Where Are the Keywords?

With so many companies using technology to store resumes, the only hope a job seeker has of being found is to include relevant keywords sprinkled throughout the resume. Determine keywords by reading job descriptions that interest you and include them in your resume.

## 9. References Available

Employers know you have professional references. Only use this statement to signal the end of a long resume or to round out the design.

## 10. Typos

One typo can land your resume in the garbage. Proofread and show your resume to several friends to have them proofread it as well. This document is a reflection of you and should be perfect.

	<b>Aventis</b> Shaun M. Barry Sales Representative CHIPCO Professional Products
	<b>Aventis Environmental Science</b> 1133 Rt. #27 Somerset, NJ 08873  Tel. (732) 846-8173 Fax (732) 846-8113 email:Shaun.Barry@aventis.com

<i>Turf Sales &amp; Consultation</i>  <b>ANDRE &amp; SON, INC.</b> <b>TURF KING PRODUCTS &amp; CONTRACTED SERVICES</b>	
JOHN VOJICK VOICE/FAX 1.888.887.3770 EXTN 671 CELLULAR 1.607.768.0575 RESIDENCE, VOICE/FAX 570.222.TURF	2 MILL STREET MONTROSE, PA 18801



# POCONO ROUNDUP

NEWS AND VIEWS FROM THE POCONO  
TURFGRASS ASSOCIATION

## Welcome!



Welcome to Greg Armstrong, the new Superintendent at the Country Club of Scranton. Greg was formerly superintendent at Merion G.C. in Ardmore.

Also Welcome Rich Sweeney as the new Superintendent at Glen Oak Country Club. Rich was formerly superintendent at Bonnie View C.C. in Maryland.

## SEMINAR

**Wednesday, February 20, 2002**

Lesco Customer Winter Meeting at Green Pond C.C. Featuring Dr. Keith Karnok, University of Georgia. Call Bob Seltzer at 610-704-4756. Pesticide credits will be awarded.

## Congratulations!



Congratulations to Andy and Jennifer Dumas on the December 20 birth of their daughter Lauren Ann.

Congratulations also go out to Eric and Becky Reed on the birth of their son Bryce Christopher on December 14.

## THREE DAY SHORT COURSE

A course on Electrohydraulic Applications for Agricultural & Turfgrass Equipment will be held at Penn State Campus, University Park. The date will be February 19-21, 2002. For more information, please call Doug Schaufler or Aaron Yoder at 814-863-8124.



POCONO TURFGRASS ASSOCIATION  
c/o MELINDA WISNOSKY  
R.R. 1, BOX 219  
HARDING, PA 18643

POSTAGE

NAME & ADDRESS

ADDRESS CORRECTION REQUESTED.