

# 2019 Assistant Superintendent Career Development

DATE: Thursday  
March 21, 2019

TIME: 7:00 am - 8:00 am  
Registration and  
Continental Breakfast

8:00 am—10:00 am  
Seminar

10:00 am—12:00 noon  
Superintendent Panel

PLACE: Pine Hollow Country Club  
6601 Route 25A  
East Norwich, NY 11732

COST: Free

ATTIRE: Business Casual

GCSAA Education Points: .4

Please register by noon on  
Monday, March 18, 2019 with  
the names and emails of those  
that will be attending to:

Email: [LIGCSA@aol.com](mailto:LIGCSA@aol.com)

Fax: 631-886-2434

Text: 516-220-3398



## **Stand Out and Advance Your Career—Presented by Carol D. Rau, PHR 8:00 am—10:00 am**

### **Session description:**

Assistant Superintendents will learn winning marketing strategies and tools to set them apart, and get to the next level. Emphasis on approaching job searches with an intentional strategy to convey unique strengths and proven results. Topics include job search documents, interviewing, and overall career advancement.

Primary and over-arching theme of differentiating themselves in all aspects of career advancement.

Discuss the qualities that prospective facilities are seeking and strategies to convey related skills.

Best tips for resumes, cover letters, references, and interviewing.

### **Learning objectives:**

At the end of this presentation, participants will be able to:

Research target audiences and customize career documents and message to fit audience priorities.

Professionally convey their experience, skills, education, and leadership qualities

Identify and articulate professional work examples to substantiate performance and results.

### **Carol D. Rau, PHR**

Carol D. Rau, PHR is a Certified Professional in Human Resources with over twenty years of experience in recruiting, career coaching, resume building, and job search strategies for professionals in the golf industry. Since 2005, Ms. Rau and her team have provided career consulting services for GCSAA and its members. She authors a Career Column in GCM Magazine and is a frequent speaker at national, regional, and local GCSAA chapter conferences.

Carol earned her Bachelor's Degree in Business Communications from the University of Kansas where she was a member of the Women's Golf Team. She has served on several Boards of Directors in the Lawrence, Kansas community including her local club as former President and Greens Chair. She enjoys golfing, distance running, and cheering for the Jayhawks with her husband and two sons.

### **Superintendent Panel**

#### **10:00 am—12:00 noon**

With Joe Gardner—Fresh Meadow Country Club, Luke Knutson—Rockville Links and Tom McAvoy—Old Westbury Golf & Country Club

The panel will discuss their experiences and provide insight for assistant superintendents to excel in their current position and to also take the next step in their career. This is an open forum and will provide plenty of time for the superintendents to answer your questions.