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Go green: Growing relationships on and around the golf course – by Nancy Greenwald

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“Golf is deceptively simple and endlessly complicated.” – Arnold Palmer

As the Construction Institute’s 22nd Annual Golf Classic approaches, it is time to reflect on the parallels between golf and construction.

Both require mental preparation

Some of the best golfing minds have said, golf is 80-90% mental. In this respect, golf is not unlike design and construction, where mental preparation translates into advanced planning, including detailed drawings and specifications, and the greater the emphasis on completeness before breaking ground, in other words the better the “mental preparation” the more successful the process.

Both involve simplicity and complexity

Hitting a golf ball may seem like a simple act, but it involves complex input, for example, calculating distance, taking wind into account, mastering your physical stance and balance, and transferring energy from your swing to drive the ball in the right direction for the right distance. Similarly, the simple beauty of a completed building, bridge, or other structure, does not reveal the underlying complexity of the design and construction process. As in golf, no one thing makes a system complicated. In a construction project, it’s an accumulation of thousands of small details and actions over time that form a complex system.

Experience matters in both

On the golf channel they claim that an average proficient golfer takes about 300 weekly lessons while playing at least 32 holes per week over a period of many years. When each construction project involves a unique design, tailored to meet the owner’s needs, zoning and environmental requirements, and involves unique field conditions, a depth of experience is invaluable.

Relationships matter on the green and on the job



Good business relationships depend upon experiences shared and connections forged. This happens over time in construction as companies work together successfully on projects. Shared experiences and connections are forged as well on and around the golf course as players support each other's efforts and enjoy each other's successes. Our mission at the Construction Institute is to promote cross-industry collaboration – on the job and during our Annual Golf Classic, on the course!

Combining golf and construction

The Construction Institute is proud to welcome new member, ServPro Farmington Valley, and Chip Mendela, commercial sales representative. Chip has worked in the golf touring and teaching industry for 15 years as a PGA certified Golf Pro. Chip is generously offering members of the Construction Institute a rare opportunity to receive a complimentary golf lesson with him in preparation for the 22nd Annual Golf Classic. He will video and analyze our members' swing to improve their drive or short game.

Join us for The Construction Institute's 22nd Annual Golf Classic – the industry's largest fall golf event in the area. This event promotes the future of the industry by supporting CI's activities with the University of Hartford's College of Engineering, Technology and Architecture, the ACE Mentor Program, and Young Professionals Council.

Golf is a game that involves a lot of downtime so it affords plenty of opportunity for quality conversation. Take advantage! You don't have to be a golfer to enjoy the day. Come enjoy the beauty of the course and the wonderful dinner.

Thursday, September 15, Tunxis Plantation Golf Club, 87 Town Farm Rd., Farmington. Register at <http://construction.org/event/CIgolfClassic2016>

Nancy Greenwald is executive director of The Construction Institute, Hartford, Conn.