

A Perpetual Kodak Moment

*Taking pictures provides
the benefit of journals that
cover an entire career.*

by **BOB BRAME**



EVEN in our high-tech world, the value of the age-old adage “a picture is worth a thousand words” continues to reverberate – in fact, possibly even more so as a result of today’s technology. This tip comes from Stuart Cagle, CGCS, MG, superintendent at Old Oakland Golf Club in Indianapolis, Indiana. Stuart has been at Old Oakland since 1987. Yearly photo journals have allowed Stuart to maximize and preserve the experience of each and every year.

Stuart takes pictures continually throughout a season and then compiles the best into a chronological journal for the year. A typical year involves the use of between 35 and 40 rolls of print film. The key is being ready to snap a picture at a moment’s notice. Stuart has a utility bag that he keeps with him at all times, and contained within are his camera and supplies. Having to run back and retrieve a camera when a picture presents itself often results in losing the moment. At the end of each season, about 150 of the best, most telling pictures are compiled into a journal. Labels and notes are added where necessary to preserve the story. To make certain that life’s proper priority is guarded, shots of his family also are included in each year’s photo journal.

The camera, film, and all supplies needed to put together each year’s journal are paid for by Stuart. This means the journal collection belongs to Stuart and not the club – an important factor that ensures availability of past years’ journals for future use. A job change need not disrupt the compiling of journals on the reference shelf. Should your employer like photo documentation of golf course projects, a duplicate set can be compiled.

In addition to serving as an invaluable general reference, the photo journals have multiple uses. They make it possible to determine how a problem or need was handled in the past. Weather patterns can be established and documented more accurately as compared to the typically general overview offered by outside sources. Before, during, and after shots document and remind the course officials of key projects completed and help sell future budget allocations. At the end of each season, Stuart shows that year’s journal to his boss as a review and to support his performance appraisal and contract negotiations. In like manner, what better tool is there to help a prospective employer consider your overall suitability for a new position?

The primary difference between this strategy and that of simply taking

pictures is the volume of shots and the subsequent compiling of a chronological journal. The same combination could be accomplished using digital images, appropriate text box labeling where needed, and storage on compact disks (CDs). This method would yield a CD each year instead of a photo album. The digital images can be obtained using a digital camera or using a scanner to process either prints or slides. A digital approach to creating a yearly photo/image journal may actually offer greater flexibility in the future and provide easier storage.

As we move into a new millennium, candidly consider how you have handled past “Kodak moments.” Being ready, consistent, obtaining an ample quantity of images, and storing for future reference are the key components in Stuart’s “perpetual Kodak moment.” Use it to build a system that works for you.

BOB BRAME directs Green Section agronomic activities in the six states of the North Central Region, while focusing his course visiting on Indiana, Kentucky, and Ohio. Pictorial records are often discussed on Bob’s visits.