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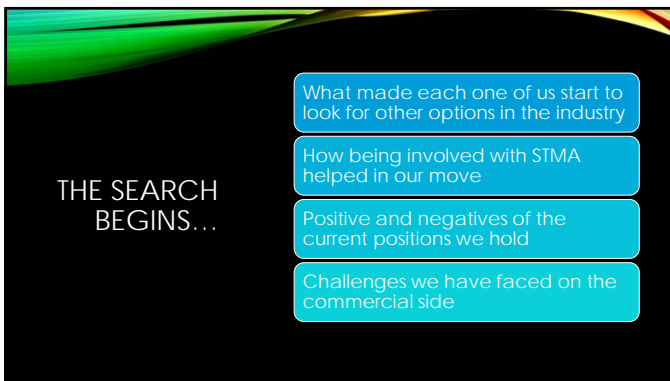
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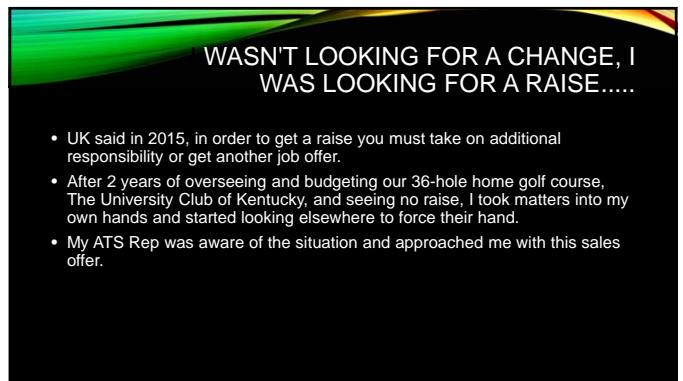
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ATTRACTION TO SALES.....

Spending more time at home with my wife and kids.	I was also looking for a jolt of new energy (my glass was empty).
I had been a decent father and a terrible husband during my stint as a turf manager.	AND I wanted to be a LEGEND at home.

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WHY I LOOKED AT OTHER OPTIONS IN THE INDUSTRY -JS

- Health and reality check
- Little advancement opportunity or title/compensation increases
- Looking for a new challenge but stay in sportsturf
- More time for family, hobbies

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WHAT MADE ME START TO LOOK FOR OTHER OPTIONS IN THE INDUSTRY -BW

- Looking for a new challenge
- Dealing with Staffing
- Long term financial benefit
- Change in Management

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HOW BEING INVOLVED WITH STMA HELPED MY TRANSITION -JS

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    graph LR
      A[Helped start Student Challenge] --> B[Networking]
      B --> C[Various committees and chairs]
      C --> D[CSFM]
      D --> E[Networking]
      E --> F[Started Oklahoma Chapter STMA]
      F --> G[Networking]
      G --> H[Conference Speaker and articles]
      H --> I[Networking]
      I --> J[STMA President]
      J --> K[Networking...]
  
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HOW BEING INVOLVED WITH STMA HELPED ME IN MY MOVE -BW

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    graph LR
      A[Past President of Gateway STMA] --> B[Networking]
      B --> C[CSFM]
      C --> D[Networking]
      D --> E[Committee Chair]
      E --> F[Networking]
      F --> G[Conference Speaker]
      G --> H[Networking...]
  
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POSITIVE AND NEGATIVES OF THE CURRENT POSITION -JS

- + Manage my own Schedule – Work from Home
- + Challenge, Learning, Building up a Company, Goal-oriented
- + Ability to connect/relate with STMs
- Routine...
- Weather
- Layers – Owners, architects and engineers; supply line coordination

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ROUTINE...

- Schedule can change weekly/daily/hourly
- Willing to be flexible, adjust and reschedule
- Some travel



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POSITIVE AND NEGATIVES OF THE CURRENT POSITION -BW

- Flexible Schedule
- Growth Potential
- Ability to reach out to many STM's
- Always on the clock
- Mistakes out of my control

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ALWAYS ON THE CLOCK...


"The smart phone is the best and worst invention ever made." -B Winka



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DEALING WITH THE MISTAKES

- Get the facts
- Be an advocate for the customer
- 3rd party issues
- Be Honest



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THE COMMERCIAL SIDE OF THE SPORTS TURF INDUSTRY

Connotation as being on the "Dark Side"

Preferred to be seen as the "Support Side"

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OBSERVATIONS SO FAR.....

I am still in the same SportsTurf industry but in a different world.

Professionally it has been a success BUT personally (at home) it has been a failure so far.

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WHY A PERSONAL FAILURE.....

- My cup is still empty at the end of each day.
- My relationship with my wife is about the same.
- BUT I have spent more time with my children and have been more involved.
- My health is about the same (BP has went down), no weight gain, sleep habits still suck, I still dip, and I still stress (WE CREATE OUR OWN STRESS!)

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HEALTH AND THAT LINGERING EMPTY CUP.....

- My testosterone levels are 1/2 of what the lowest average range numbers for my age group
- I have a very underactive thyroid
- I need to complete a sleep study to figure out my irregular sleep habits

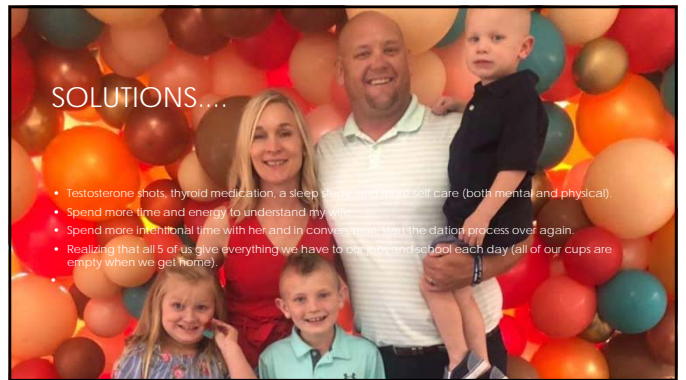
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NOW ABOUT MY STAGNANT RELATIONSHIP WITH MY WIFE.....

- I am at home more and more active so things should just skyrocket correct?
- Similar to a neglected field: all I need to do is show it some attention, feed it, and spend more time caring for it?
- WRONG!
- My wife is not the same person after 4 pregnancies, 1 tumor removal (7 lbs and the size of a football), and an ovary removal.
- Her hormones are all jacked up!
- What I had done, essentially, was not get a soil test and understand what is going on beneath the surface.

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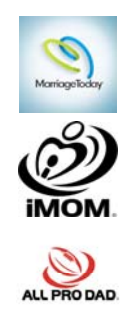
SOLUTIONS.....



- Testosterone shots, thyroid medication, a sleep study, and overall self care (both mental and physical).
- Spend more time and energy to understand my wife.
- Spend more intentional time with her and in conversation start the dating process over again.
- Realizing that all 5 of us give everything we have to our jobs and school each day (all of our cups are empty when we get home).

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SOLUTIONS....



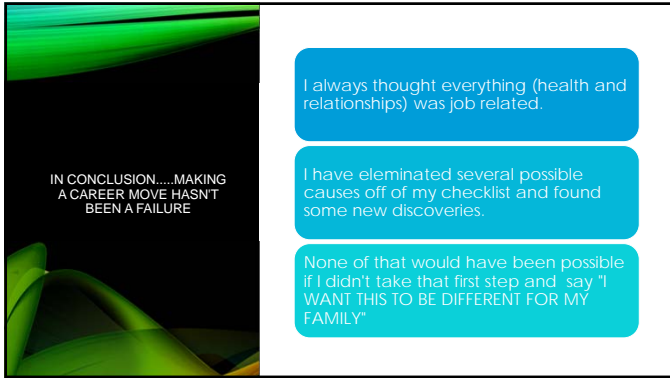
- allprodad.com
- iMom.com
- marriagetoday.com
- Reading anything I can about being a better husband and father.

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CHALLENGES FACED ON THE COMMERCIAL SIDE



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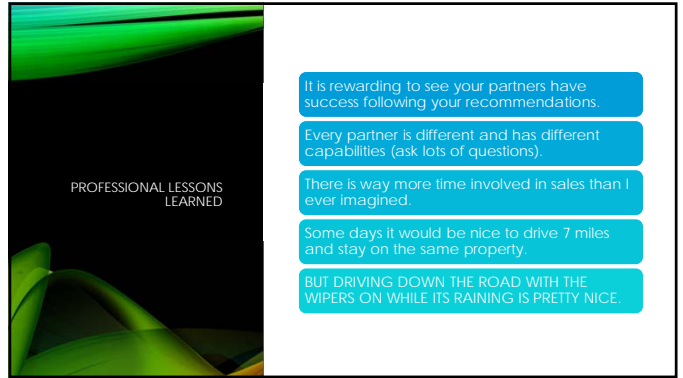
IN CONCLUSION... MAKING A CAREER MOVE HASN'T BEEN A FAILURE

I always thought everything (health and relationships) was job related.

I have eliminated several possible causes off of my checklist and found some new discoveries.

None of that would have been possible if I didn't take that first step and say "I WANT THIS TO BE DIFFERENT FOR MY FAMILY"

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PROFESSIONAL LESSONS LEARNED

It is rewarding to see your partners have success following your recommendations.


Every partner is different and has different capabilities (ask lots of questions).

There is way more time involved in sales than I ever imagined.

Some days it would be nice to drive 7 miles and stay on the same property.

BUT DRIVING DOWN THE ROAD WITH THE WIPERS ON WHILE ITS RAINING IS PRETTY NICE.

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THE BAD DAYS

- As bad as they seem, there is always another opportunity out there to prove yourself

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THE GOOD DAYS

- A good day should be a win win for the customer and the sales rep
- It should be a team mentality
- Assist by providing solutions

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OPEN DISCUSSION

Marcus Dean, CSFM
 Jeff Salmond, CSFM
 Brian Winka, CSFM

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