SO YOU’RE THINKING ABOUT A CAREER MOVE...

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MARCUS DEAN, CSFM
- 9/2018-current - SportsTurf Sales Rep for Kentucky, Advanced Turf Solutions
- 4/2010-9/2018 - SportsTurf Manager, University of Kentucky
- 7/2000-4/2010 - Assistant SportsTurf Manager, University of Kentucky
- 4/2000-7/2001 - Assistant Playing Surfaces Coordinator, Pittsburgh Steelers
- 7/1999-5/2002 - Athletic Field Turf Manager, University of Kentucky

JEFF SALMOND, CSFM
- BS Plant Science – University of Missouri
- MS Horticulture – Iowa State University
- Became a CSFM in 2003
- Sports Turf Manager 23 years – Baltimore Ravens, University of New Mexico, Northwestern University, University of Oklahoma, Norman, OK Board of Park Commissioners, Started OSMTA in 2009
- STMA Board Service 2009-2017
- Past President of STMA

BRIAN WINKA, CSFM
- BS in Agronomy – Missouri State University
- Became a CSFM in 2008
- Sports Turf Manager for over 12 years
- Assistant Superintendent Winghaven Country Club
- Assistant Superintendent Missouri Bluffs Golf Club
- Past President of the Gateway Chapter of STMA
- Sports Turf Sales Manager for Advanced Turf Solutions

THE SEARCH BEGINS...

What made each one of us start to look for other options in the industry
How being involved with STMA helped in our move
Positive and negatives of the current positions we hold
Challenges we have faced on the commercial side

WASN’T LOOKING FOR A CHANGE, I WAS LOOKING FOR A RAISE.....

- UK said in 2015, in order to get a raise you must take on additional responsibility or get another job offer.
- After 2 years of overseeing and budgeting our 36-hole home golf course, The University Club of Kentucky, and seeing no raise, I took matters into my own hands and started looking elsewhere to force their hand.
- My ATS Rep was aware of the situation and approached me with this sales offer.
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.

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

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

HOW BEING INVOLVED WITH STMA HELPED MY TRANSITION

- JS

Helped start Student Challenge
Networking
Various committees and chairs
CSFM Networking
Networking
Networking
Networking
STMA President Networking

HOW BEING INVOLVED WITH STMA HELPED ME IN MY MOVE

- BW

Past President of Gateway STMA
Networking
CSPM Networking
Committee Chair Networking
Conference Speaker Networking

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
ROUTINE...

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

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

ALWAYS ON THE CLOCK...

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

DEALING WITH THE MISTAKES

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

THE COMMERCIAL SIDE OF THE SPORTS TURF INDUSTRY

Connotation as being on the "Dark Side"

Preferred to be seen as the "Support Side"

OBSERVATIONS SO FAR.......
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!)

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

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 affection, feed it, and spend some 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.

SOLUTIONS....

• Testosterone shots, thyroid medication, a sleep study, and more self care (both mental and physical).
• Spend more time and energy to understand my wife.
• Spend more emotional time with her and at competitions, and the downtown San Francisco Again.
• Reading that all happens takes more time, but every morning's every day, our cup is empty when we get home.

SOLUTIONS....

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

CHALLENGES FACED ON THE COMMERCIAL SIDE

- Perception
- Profit
- Product
- Changes
- Weather
- Customer
- Specifications
- Acceptance
- Validity
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”.

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 IT’S RAINING IS PRETTY NICE.

THE BAD DAYS

• Are never as bad as they seem
• There is always another opportunity out there to prove yourself

THE GOOD DAYS

• A good day should be a win/win for everyone on the team
• It should be a team mentality

OPEN DISCUSSION

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