

## Cyanamid adds pair to sales staff

WAYNE, N.J. — Citing strong sales from its firm's professional turf, ornamental and pest-control products, American Cyanamid Co. has announced two additions to its sales staff.

Roger Bechle has been named Northeast territory manager for turf, ornamental and pest control products. His territory includes all six New England states, New Jersey, New York and Pennsylvania.

Bechle was formerly a sales manager for LESCO in Mahwah.

Also, Bart Fox has been named territory manager for turf, ornamental and pest control products in Arizona, New Mexico, Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

Fox was formerly a sales representative in the turf specialty market for BWI in Texarkana, Texas.

## Communication

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the 1996 national winner of the GCSAA's Environmental Steward Award, emphasized the need for communication at all levels.

"As a superintendent, there are many things you'll do," he said. "You'll deal with people, you'll deal with members, you'll deal with regulators like OSHA and with Mother Nature." Davis emphasized that being a superintendent is a tough job, and communication and education were essential.

The need for communication when working with budgets was a point stressed by Scott Woodhead, superintendent of Valley View Golf Club in Bozeman, Mont. "The ability to put that budget together in a form that the layman, the banker, the construction worker can understand, and then be able to present it to them in an oral fashion, can make or break whether you'll get what you want," he said.

The students themselves had strong feelings about communication. "One of the best parts of the future turf managers semi-

nar is meeting different people from around the country and talking about the interesting things they've experienced," said Clay Craft, a senior at the University of Maryland.

"It's really great for making contacts and staying in touch with other people in the field," he added.

Jodie Hale, a senior from California State Polytechnic University, and Martin Jordan, a graduate of New Mexico State University, found themselves "networking" during the seminar. The goal: employment. Hale was moving from one job to another and Jordan was looking for a job. Hale provided Jordan with a number of contacts that might be useful in his search.

"Whether it's him passing on my phone number or me passing on his, it's all the same," Hale said. "We're here to help each other."

Hale talked about why he wanted to be a golf course superintendent. "It's the people and the friendships," he said. "I have full confidence that even with the smallest problem I could call someone in, say, North Carolina, and I'd have the help of the whole industry."

In addition to Vavrek, Quast, Davis and Woodhead, the students also heard from Quinton Johnson, director of golf purchasing at Club Corp. of America in Dallas, Texas, and Tommy Witt, superintendent at Wynstone Golf Club in North Barrington, Ill.

One highlight was the panel discussion where students asked the speakers questions and solicited their opinions about golf course industry issues.

A "hands-on" field day at Racine Country Club provided an opportunity for students to operate a variety of Jacobsen mowing equipment. Superintendent Mike Handrich was also joined by superintendents Scott Bartosh of Kenosha Country Club and Ric Lange of Meadowbrook Country Club for an informal question-and-answer session with the students.

The keynote address on the final evening was delivered by Bruce Williams, CGSAA president and superintendent of Bob O'Link Golf Club in Highland Park, Ill. He urged the students to develop relationships within the industry and with associations, manufacturers, distributors and other superintendents. He also stressed the need to communicate.

"It's important," he said, "to tell your story to people, rather than having the chef or the pro tell your story."

The seminar and what it meant to all who participated may best have been summed up by a comment overheard following the panel discussion. "This is so terrific," said one student. "Where else could we learn so much from so many successful people in the golf industry? I'll never forget it."

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