

Characteristics of a Professional

by Kurt Nilsson, STMA Membership Co-Chair

Sports Turf Managers are asked to do and be a number of things - one of which is a PROFESSIONAL - Do YOU fit the bill?

- Professionals love problems: Non-professionals whine and worry about problems rather than tackle them. Professionals can't wait to get started on solving a problem. To the Pros, problems are like candy to a kid. They devour them. They solve them.
- Professionals are on time: To a professional, time is the scarcest of all commodities. Therefore, they respect the time of others by meeting all commitments on time. They resent those who fail to do the same.
- Professionals complete and follow through: Professionals get the job done because they avoid excuses, alibis, and passing the buck. They do what is necessary to complete a job even if tremendous obstacles get in the way. To the Pro, there is no such phrase as, "the computer can't do it". They simply figure out another way to accomplish the task at hand.
- Professionals love numbers and details: The undisciplined mind works in generalities and platitudes, the "profes-

sional" mind works in specifics and substance. The professional remembers facts and figures, hunts for ratios, analyzes detailed information, quotes resources, and substantiates all opinions with sound reasoning.

- Professionals assign priorities: True pros do not stamp out ants if elephants are coming down the path. They do not hit tacks with sledgehammers. Rather they apply just the right amount of emphasis and effort that a job requires. Professionals can sift through a myriad of variables, get to the heart of the matter, and take decisive action speedily.
- Professionals are organized: A professional has a To Do list with him or her at all times. They also use a calendar and a notebook for recording thoughts and inspirational ideas as they occur. Professionals can find things. They never misplace a memo, lose a scrap of paper with an important phone number, or write the wrong date for important meetings.

• Professionals read avidly: Professionals have something to read with them at all times. If they have a spare moment, they read. They rate what they read in priority, i.e. articles, memos, the paper.

• Professionals communicate well: They know how to speak, listen and write. In most cases, good speakers are weak writers, and vice versa. Professionals, however, try to work on their shortcomings. They also demonstrate compassion and

continued on page 5



The Bird With Attitude.

A rotor that knows it's good and has the performance to back it up. Introducing Rain Bird's® new Falcon® 6504 rotor.

The Falcon® 6504 rotor features the best of the Falcon® rotor plus new Rain Curtain™ nozzles for increased uniformity in the mid and long ranges, and a new built-in third port that improves close-in watering. This means fewer dry spots and greener grass with less water. *Same toughness. Same reliability. Superior performance.*

For more details on the Falcon® 6504 rotor and the complete line of Rain Bird® products, call 1-800-458-3005.

RAIN BIRD®

Characteristics of a Professional

continued from page 4

sensitivity. They watch and listen for little clues that help them understand their supervisors and subordinates.

- **Eternal optimists:** Professionals abhor negative thinking. If there is any way to get the job done, they will figure it out. Professionals also inspire others to be positive in attitude.

- **Professionals do not procrastinate:** The temptation to put things off is strong, even for a professional. The pros resist it with the "ready, aim, fire" philosophy. Get it done, get it done now.

- **Professionals compensate for their weaknesses:** God's children are not equally talented. The professional is aware of personal weaknesses but does not allow them to detour progress. He or she compensates by seeking advice when necessary, trying to overcome flaws, and allotting extra time for unfamiliar difficulties.

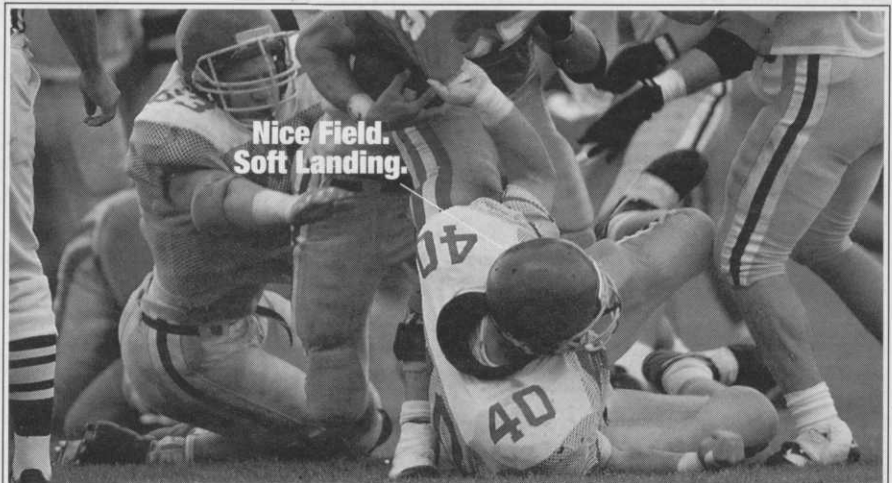
- **Professionals always praise others:** Those who are most successful tend to credit others with their success. They do so continually and sincerely. Their praise comes fast by telephone call, thank you note, follow-up memo or recognition among peers. Since professionals understand the power of positive reinforcement, "stroking" is natural for them.

- **Professionals have a special look or manner:** About 90% of our first impression of a new acquaintance is based on visual cues. Professionals are very careful about making sure their visual

image is appropriate.

They are neatly groomed and tastefully attired. Professionals are neither flamboyant nor dull. They know what to wear and what to say on all occasions. When a professional enters a room,

he or she sends signals of confidence, humility, and discipline. Charisma is not based on pretension or gimmickry, but upon long-time experiences with success.



Turfco Helps You Build A Turf That Gets Noticed.

Turfco offers you a strong team of turf building equipment. They're the fastest and most versatile equipment to let you build hardier and healthier turf. Your sports fields become safer to play on and easier to maintain. Originators of Mete-R-Matic® top dressers in 1961, Turfco's professional equipment gives your field a look that gets noticed.

Economy Aerator

Now you can afford to breathe life into any sports field. This low cost, 62" aerator has no hydraulics or mechanical linkages for easy use and low maintenance. Hooks up to any vehicle in seconds.



Precision Top Dresser

Fast, uniform, versatile. Patented chevron belt lets you handle top dressing, lime, crumb rubber, gypsum, calcine clay, compost and even overseeding with precision. Level fields and amend soil consistently.



Large Area Top Dresser

Large, 4 cubic yard capacity with patented chevron belt applies material with precision. Top dress from 1/32" to 6" to quickly handle large areas. Material conveyor and spinner attachment for added versatility.



For details and the name of your local dealer, call

1-800-679-8201

Turfco Manufacturing Inc.
1655 101st Avenue Northeast
Minneapolis, MN 55449-4420

*Choice Performers,
Choice Fields.*

