

AFFILIATE DIRECTOR PROFILE

Name: Dave Wilber

Employer: Sierra Pacific Turf Supply and Sierra Pacific Turf Services

Position: Director of Agronomy/Road Monkey

Years in the Business: 29

Previous Employment:

Owner, Wilber Turf and Soil Services, 1992-2007

GC Supt. and Const Supt., Colorado and Northern Cal, 1986-1992

Education: Northeastern Colorado, Landscape/Turf Mgmt.

Colorado State, Turf Management Brookside/William Albrecht Fellowship, Soil Science

GCSANC Work or Interests:

Current Board Member, Affiliate Rep. Ed. Committee, 2009-2011

Board of Directors (affiliate rep.), 1994-1996

Other Organizations: Contributing Editor, *Golfdom Magazine*; Blog Author, Turfnet

What was the first car you ever owned? 1972 Ford P/U stolen from my dad.

How fast did you drive it? Faster than it was supposed to go. And I drilled holes in the muffler to make it sound cool. *Editor's note: Dave also had a 2006 Suzuki Hayabusa motorcycle which he drove to 176 MPH.*

What is your favorite band? Why is everyone always asking me this? There is no one answer.

How did you get into the business? Mike Kosak (now GM at Sonoma GC) hired me as a high school kid in Colorado to pick rocks and shovel sand on a grow-in. I was hooked.

What did you learn that they never taught you in college?

If ever caught in a bomb scare at London Heathrow Airport, just order tea and quietly make your way to The Tube, then to Kings Cross Station, then to Edinburgh and then to St. Andrews.

Please list your fantasy foursome: The Edge, Jimmy Page, Bill Murray, me with Tom Bastis as my caddie.

What is #1 on your bucket list? To take bass lessons from Flea, Stanley Clarke and Billy Sheehan.

What's the best bit of professional advice ever tossed your way? The people at the club who don't like you the most are the ones you should be having breakfast with on Saturday morning.

What accomplishment are you most proud of? The number of wonderful superintendents that I can call friends and who have invited me into their world. Joining Sierra Pacific. Being asked to write for TurfNet.

What's your favorite restaurant? Buchon in Yountville tied with my favorite taco truck always parked at a gas station in Napa.

Beer or wine? Stupid choice.

Favorite course to play: Ballyneal, Holyoke, CO. (2nd. Macrihanish GC, Scotland)

iPod top 5: (current) Led Zeppelin, The Black Dub, Stanley Clarke, Foster The People, Beastie Boys.

What's your favorite vacation spot? Anywhere where no one knows about or talks about golf.

Favorite hobby: Computers and tech gadgets followed by cooking.

Strangest thing you've ever seen on a golf course: A hot air

balloon crashed on a newly seeded fairway on a grow-in I was doing. It was just surreal.

Name your top superintendent influences: Mike Kosak, Armen Suny, Ed Miller, Jeff Spangler, Jeff Markow, Walter Woods.

Name your top life influences: See Above. Add Jesus and ½ of Don Naumann.

Lowest score you ever shot and course: 82, Pacific Dunes

Worst comment a superintendent ever made to you (Affiliate): "Since you already know it all, why not just apply for the job you are about to cost me."

The hardest part of your job: Hours and Miles. Also the best part, however.

The hardest part of selling to superintendents (Affiliate): I don't really sell. But I hate listening to the excuses of why they feel the need to do business with people who they don't like or don't do the job.

The most rewarding thing in your job is... I've met the best friends I know in the whole world in our business.

Few people know I'd like to... Learn Thai and Indian cooking in Thailand and India from Thai and Indian people.

If you weren't in the business of growing grass what would you be doing? Playing Bass. Writing. Hairdressing. Being a Sommelier.

What's in your garage? A Harley. Tools. Gadget boxes. Sound gear.

What's in your closet at home? Logos from around the world and too many shoes.

What's in your office? More computer gear than I care to mention. A mini recording studio.

What magazines do you subscribe to? Magazine? What's that?

Do you collect anything, and why? Guitars and basses because they talk me into taking them home.

Worst piece of equipment ever owned? A Jac Tri-King. We called it the Shop King.

Worst place you have ever slept? When I first started consulting I slept in a lot of airports and rental cars to save money.

Stupidest thing your wife has asked you to do? Stop thinking about grass.

Closest to death you ever came? I was caught in a flash flood in Tulsa, OK and had to climb onto the hood of my car while it was swept away.

The invention that you thought of but someone else made the million dollars and not you? The iPod.

Do you expect to collect on social security? If they let me stay in America, sure.

What were your favorite activities as a child? I was always a geeky kid. I liked watching *Star Trek*. I was a high school and college rodeo team member. Playing music.