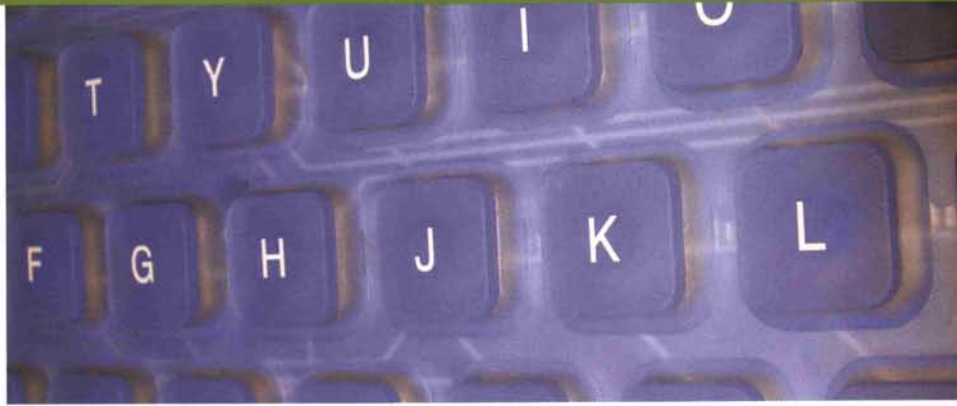


FEATURE ARTICLE

Keith Krause, *Reindeers, Inc.*
Luke Cella, *Executive Director*



INSTANT MESSAGE

Lcella:

Krause,

You should write an article about your transition from Assistant Superintendent to sales representative. I think it would be a great idea. It's a hot topic these days. Many assistants in the area are thinking about leaving the course and or leaving the industry in general. You should write about why you made the switch and why you didn't just hang in there and wait for the next superintendent opening. You should tell us what it's like on the other side of the fence from your point of view. You know, tell us what it's like on the dark side. Oh yeah, and make it funny too. Good luck. Don't forget, I need it by the first of the month prior to publishing, so that would be three days ago.

LC

kkrause:

Luke,

What are you, nuts?!! I'm not going to bore anyone with my story. I was an assistant and now I'm a sales guy. Whooppeee!!! Yeah, that would make a really interesting article. Half these guys think I'm a clown anyway. Every time I write something it's stupid. No one wants to hear about it. Peace, I'm out!

Keith

Lcella:

Wait Keith,

Stupid? I thought you didn't care about how you looked in front of people. Just write it!

b4n – lc.

kkrause:

b4n- what the hell is that?

Lcella:

Bye for now

kkrause:

Got it. Anyhow, it's different now, I'm in sales. Everyone I know looks at me differently now. I have to be professional. I'm trying to build up a customer base. I don't even wear baseball hats anymore. It's not professional.

Kk

Lcella:

Do you even enjoy it? Why did you make the switch then?

kkrause:

I love it. I don't mean to sound like I don't enjoy it. It's just different. That's all.

I took my position with Reinders because it was a great opportunity within our industry. I wanted to stay local and I wanted to grow. I wanted to continue to see the same faces that I've gotten to know over the past few years, and I felt I was ready to head in a different direction.

Then badda boom, this great opportunity came along. I couldn't ask for anything better right now. I just have to be more professional.

Kk

Lcella:

I'm glad you're enjoying it. But what do you mean by being professional? I like to think we are all professionals – IMHO everyone involved in the business is a professional.

kkrause:

You're a what? HO??

Lcella:

In my humble opinion.

kkrause:

Oh. Got it.

I don't know. I guess just looking nice, waking up early, working late, and concentrating on what people think.

Lcella:

What are you talking about? Don't you think that being involved with your "professional" associations (ITF, MAGCS) along with your daily work (aka "profession") constitutes being professional? We are ALL professionals! You can't give up your involvement. You can't be afraid of what you write. You never had a problem with that before. Don't get uptight, that's not you.

(continued on next page)

kkrause:

I guess you're right. I love what I do, and I'm serious about doing it. I just want to let people know that. But you're right, that doesn't mean I have to be uptight. We can only be ourselves. Maybe this career change article isn't such a bad idea. I could write about the challenges of figuring out my customer's needs. I'm still learning that one. I could write about what it is like to meet expectations other than green speeds and bunker sand. Oh, I know. I could write about how many times I get lost in one day. Ha ha. There are some shops out there that are impossible to find. Finding a maintenance facility without asking for directions could be an article in itself. Sales can be tough, but I'm finding it very rewarding. I'm meeting and getting to know many more people in this industry than I ever have before. Truly, the majority of people in this business are the best.

Lcella:

I agree with you there. Our industry is unlike any other. Well, let me ask you what does your wife Sara think about your new job? What do you do on the weekends? You could write about that in your article.

kkrause:

That's a great idea! She loves it. Honestly, it's been a great move. My wife and I have had some more weekend time to get out and be together as a family. Actually, this past weekend we went to Home Depot to get some annuals for the front of the house. All I've got to say is Sweet potato's baby! I also picked some light bulbs too. Then we made a stop at Baby's R Us because we were out of formula and diapers. We ended up getting a lot of cute stuff for my daughter Lucy. We also bought a baby wipe warmer. I tell you, those wipe warmers are nice! I don't know how anyone ever used room temperature baby wipes before. I mean that cool shock on a baby's bottom is just cruel. Then after that we went to Target. Gosh, I never knew that Target had so much to offer. We bought these candles that smell like Melon and cucumber! Can you believe it? Not only that, while shopping I was able to get my favorite Carmel Mocha Latte from the Starbucks that is located in the store. After lunch at Panera Bread we stopped at Hobby Lobby

to get some artificial plants and some faux antique knick knacks to put above the kitchen cabinets and above the china cabinet. I love that look. You should see it. The house looks really nice.

Lcella:

That's nice. I'm with you on the wipe warmer. I think they give you half-a-chance of not completely waking the baby in the middle of the night with a cold wipe on the rear.

kkrause:

I never thought of that, I just thought it was a much nicer way to go. Comes with experience, huh?

Lcella:

What are you doing next weekend? Write the article then.

kkrause:

Next weekend I'm going to install a shelf in my garage and wash my driveway.

I'm actually excited about washing my driveway. I'm going to borrow a pressure washer from Gurke. He said I could use it for the weekend. It should work out pretty nice. There are two oil stains that have been bothering me and finally I'm going to get rid of them. I can't wait! I'm also going to hang a shelf in the garage. My neighbor (who's pretty handy) is coming over to help. He said

he's going to be at my house around 8:00 a.m., so I better be up and ready to go. I haven't decided what I'm going to put on the shelf after I install it.

Lcella:

TMI

kkrause:

TMI? You gotta stop with texting abbreviations.

Lcella:

Too much information!

kkrause:

Yeah, right. Anyhow....Sunday, after I drop off the power washer, I think my family and I are going to downtown Naperville to check out the Art Fair on the Riverwalk. Did you know there are three Starbucks in downtown Naperville? That means three Carmel Mocha Lattes for this guy. Naperville is so great. I could spend hours down there. You and your family should go with us. You're not working this Sunday, Right? It will be fun. There is just so much to do on the weekends. I don't know how to get it all done.

Lcella:

I don't know if we can make it. Do you work at all on the weekends?

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kkrause:

Oh sure, the weekends are my office time. There's a lot to do in the office, you know. Do you want me to tell you about it?

(1 minute goes by)

kkrause:

Luke?

Lcella:

No. That's ok

kkrause:

Ok, then I'll tell you more about my career change.

Actually, my favorite aspect of the job is seeing all the different golf courses everyday. It's neat to see how everyone else does it, you know? Every superintendent is so different, but they all come up with great results. That's pretty cool. I learn so much everyday. You learn from everybody out there. How's MAGCS operations going?

kkrause:

Luke?

(5 minutes go by)

kkrause:

Luke? Are you there?

kkrause:

Luke?

Lcella:

Sorry, what were you saying?

kkrause:

I like my career change. That's all.

Lcella:

Oh yea, that's great. So what are you going to write your next article on?

kkrause:

You told me to write it on my career change.

Lcella:

You don't have to if you don't want to.

kkrause:

What? You told me that's what everyone wants to hear about it. Don't you want to hear more about it?

Lcella:

Yeah, no. Why don't you just write another article on greens speed? TAFN (That's all for now).

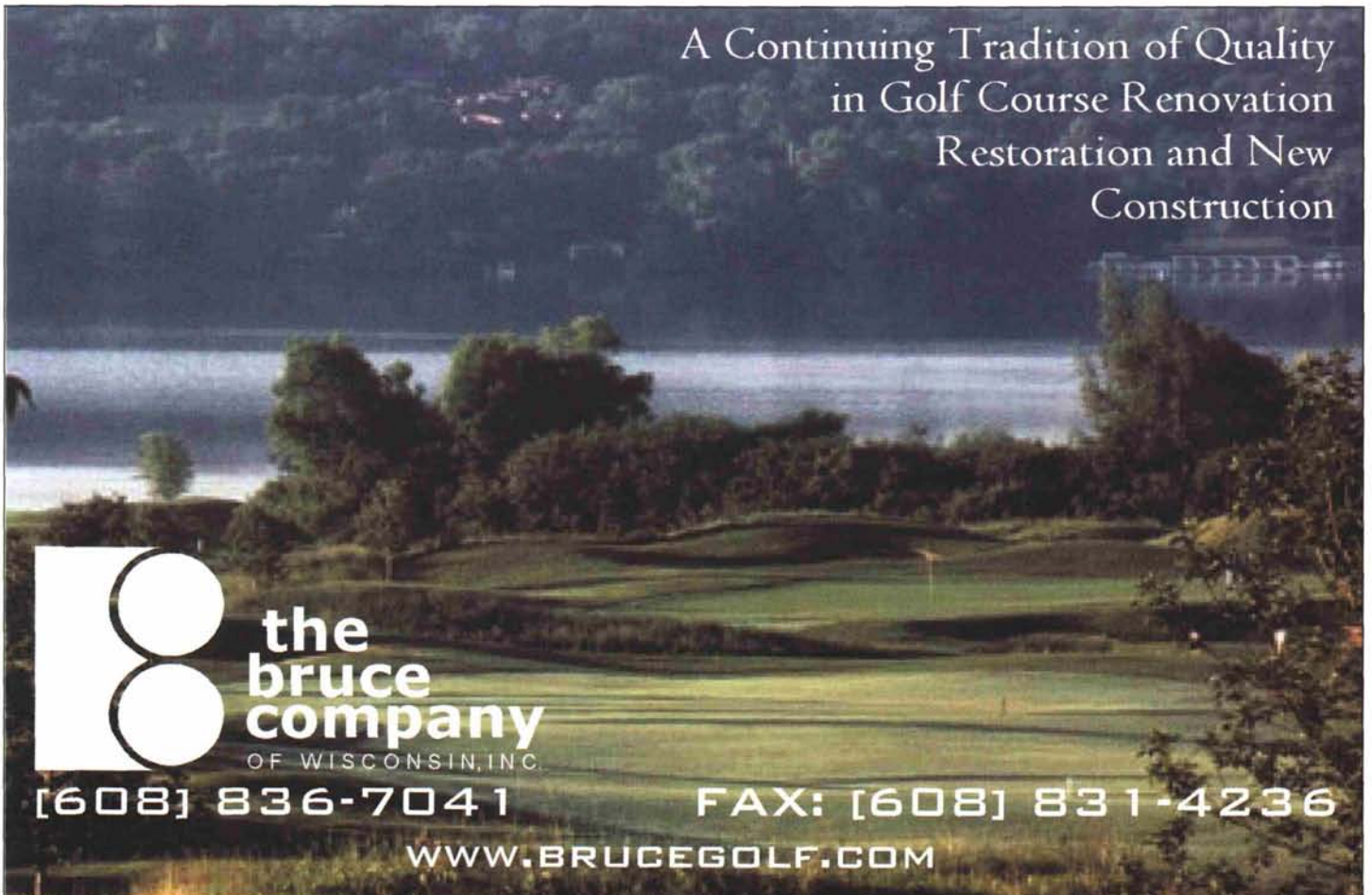
Kkrause:

Luke? MTFBWU.

Lcella:

That's funny, I never heard that one before. You are the one that went to the dark side. Send me that article.

Lcella has signed off.. **-OC**



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