

Off The Fringe

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With his son on the road most every week visiting distributors, Manny is the man when it comes to sales. But he doesn't seem overwhelmed by the pressure.

"My biggest asset in the sales business is my enthusiasm," says Manny, who worked for Kraft Foods and Alliant Foods in his previous career. "When I like a product, I get enthusiastic about it and I'm able to sell it."

David wouldn't want anyone else in the sales position.

"We're best friends," he says. "Our relationship is stronger now than it has ever been."

Manny has no plans to re-retire. A colon cancer survivor, Manny is enjoying life and work.

"How long am I going to go?" he asks himself. "I'll go as long as I possibly can. I just enjoy it that much. I'm having a great time."



PHOTO COURTESY: BAYER ES

The assistants recently gathered in Clayton, N.C., to learn a few things about being the head honchos.

Forty-two assistant golf course superintendents from North Carolina and South Carolina attended the 2005 Future Superintendents Academy at the Bayer Environmental Science Development and Training Center. The two-day program, sponsored by Bayer and Toro distributor Smith Turf & Irrigation, focused on personal growth and technical seminars.

Certified Superintendent George Thompson, director of grounds at the Country Club of North Carolina and

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a teacher at Sandhills Community College, told the group that self-discipline, communications skills, good health and networking are the keys to success in the business.

Other highlights included:

► Tips on grub control from Rick Brandenburg, a North Carolina State University entomologist.

► Test driving a multipurpose prototype of the Sandpro, a single body designed to handle 20 tools ranging from sand rakes to cart-path edgers.

► Developing a personality profile and receiving pointers on working with others who may approach challenges from a different perspective.

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