

**T**he golf course maintenance industry's supply side has long been a "man's, man's, man's world." But that is changing. In recent years the corporate side of the turf world has seen its office space inhabited by more women — that is, more professional, personable and purposeful women determined to succeed in a male-dominated industry.

Many of these women are employed at some of the industry's top companies and hold

decision-making processes and attending trade shows than ever before.

Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source in Cary, N.C., welcomes more women to the industry. He says John Deere is proactively seeking women to move into higher ranks partly because the company recognizes that it had neglected them in the past for such posts.

# Company Women

It's still a man's world, but several females have made



lofty positions and impressive titles. While some have encountered male chauvinism and skepticism during their careers, most say they've been treated well by the men in the industry, including superintendents.

"I love it," Margaret McLean, the senior marketing communications manager for Syngenta Professional Products in Greensboro, N.C., says of the industry. "It's a very professional market. People take a lot of pride in what they do, and I enjoy being part of that."

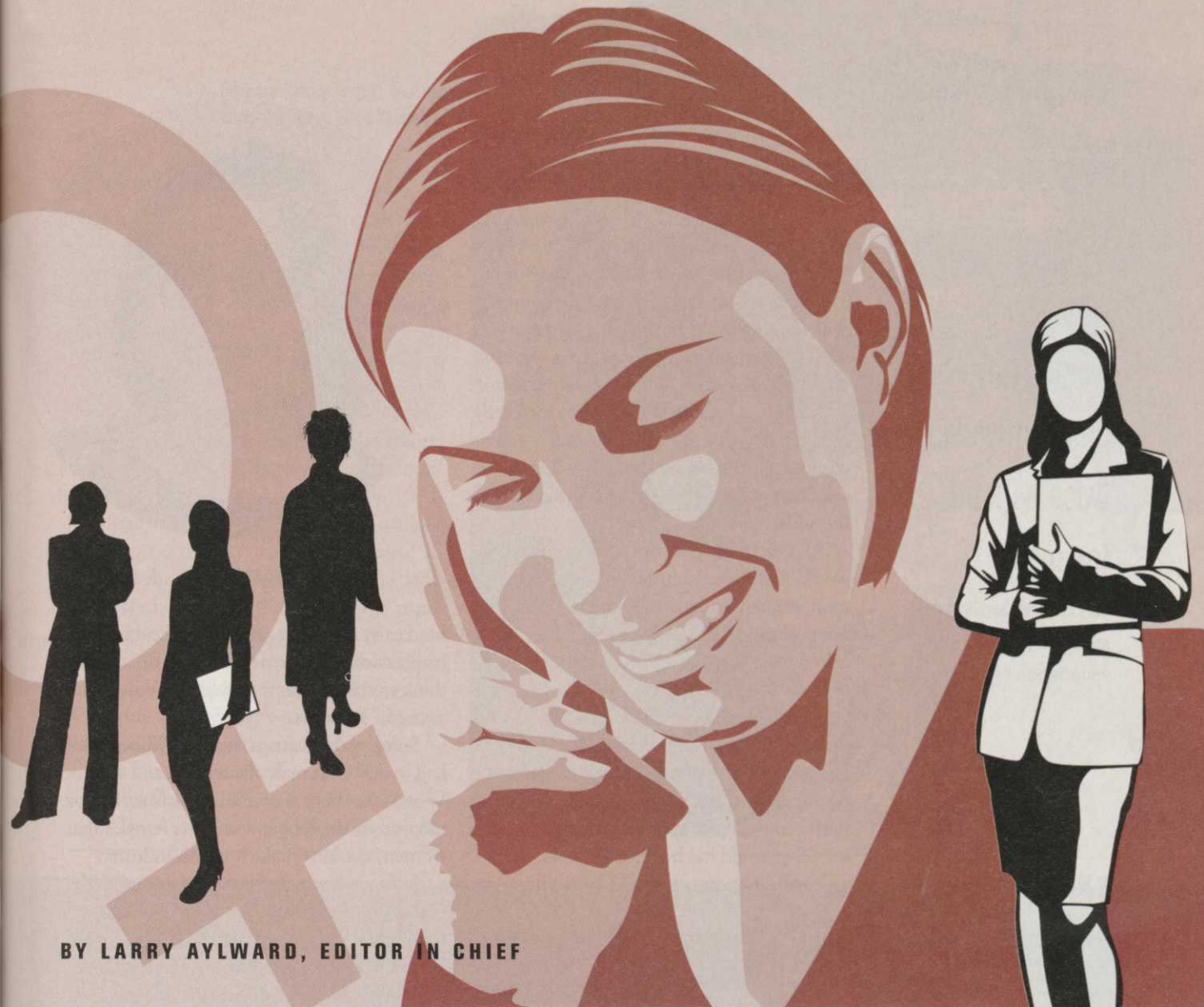
The industry's receptiveness to women, not to mention the perseverance of women to succeed in it, could mean more women making sales calls at golf courses, leading

That said, Breningmeyer believes there are talented women to fill those positions. That's why he hired Nicole Galanek as brand manager in 2002 when One Source began and promoted her to group brand marketing manager earlier this year.

"Her future with our company is incredibly bright," Breningmeyer says of Galanek. "I'm not kidding when I say that some day I'll be working for this woman."

The men who work for Cleary Chemical and Bayco Golf work for women. Barbara Cleary has operated Dayton, N.J.-based Cleary Chemical for nearly 40 years. Shirley Anderson has been the president of Winnipeg, Man-





BY LARRY AYLWARD, EDITOR IN CHIEF

## their professional marks on the corporate side

itoba-based Bayco Golf since 1988. Both women took different paths to the top.

The 73-year-old Cleary became CEO of Cleary Chemical when her father, William, who began the family business in 1935, died suddenly in 1965. The last of William's four daughters, Barbara was elected by her siblings to assume control of Cleary Chemical. At the time, she was 33, worked as a teacher and had two young children of her own.

"It was a baptism of fire," she remembers.

Her father, though, had made some good friends and contacts at other companies. Those people mentored Barbara when she took over the company. "They were very helpful to me,"

Barbara says in a still-grateful tone.

Anderson began her career with Bayco in 1986 when the company was a foundry. She sold industrial air-relief valves, nozzles and custom castings. When Bayco Golf began and she was asked to join the subsidiary, Anderson admits she didn't know a fairway distance marker from a ball washer.

But after attending many trade shows and learning the industry from the ground up, Anderson is recognized as the face of Bayco Golf, which ships its products to 30 countries. Anderson, meanwhile, travels throughout the world.

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"I don't think women have any problem working twice as hard (as men)."

**LAYLAH VANBIBBER,**

ADVERTISING DIRECTOR,  
PBI/GORDON

▼ **Nicole Galanek**

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"I love the business," she says. "It's a lot easier now than when I first started."

McLean, who celebrated her 28th year at Syngenta in May, has moved up the company ranks impressively. She has been on the golf side of the business for about five years after spending most of her time in the crop sector.

McLean says she had to prove to men early in her career that she could succeed in their world. "Unfortunately, that still exists in this and other industries, but it has gotten better," she adds.

McLean, who's African American, says she would like to see industry businesses recruit more women and other minorities. "You tend not to find African Americans and Hispanics, be it female or male, in the professional ranks of the industry," she adds.

Laylah VanBibber has forged a successful career at Kansas City, Mo.-based PBI/Gordon. She started at the company 20 years ago in the customer service department and has ascended to the company's advertising director, a post the 56-year-old has held for 10 years.

VanBibber says she had to work twice as



▲ **Margaret McLean**

hard early on in her career to make a positive impression on her male peers. "But I don't think women have any problem working twice as hard," she adds.

Some of the women, like VanBibber, have had to deal with male chauvinism and sexism. When she began at PBI/Gordon, it was inferred to VanBibber and other females that women "couldn't make it in this industry."

In fact, when a female employee in the telemarketing department at PBI/Gordon said she wanted to attend a trade show to gain experience, VanBibber says a male salesman told her, "Women do not have a place at industry shows unless they're in bunny suits to attract people to the booth."

Early on in her career at Bayco Golf, Anderson says men showed her little respect at trade shows. "Men would just ignore me and talk to whomever else was in the booth that was a male."

Anderson also encountered sexism. Some men told her that she should be home with her kids. Others asked what her husband thought of her traveling around the country. "I would say, 'What does your wife think of your traveling?'"

Another man once said to her, "Your sex life must suffer a lot when you're at trade shows."

Anderson says she looked at him squarely and shot back, "Same as yours."

The man turned and walked away.

Galanek has heard sexist comments, but she doesn't let them intimidate her. Sometimes she'll call out men for making them.

"If someone directly offends me or I feel





► Barbara Cleary (right) and her daughter Mary Ellen Warwick.

like I'm being judged, I have trouble just sitting there grinning and bearing it," she says.

Galanek prefers to take a business-like approach in dealing with the matter. Sometimes she'll diffuse a comment simply by laughing it off.

"I'll be as professional as possible," she says. "I try not to be confrontational."

Galanek's aim is to get the person who made the sexist comment to think about what he had said and to understand why she considered it offensive.

Often, men make sexist comments without realizing what they're saying, Galanek says. "To me, that's the most frustrating part," she adds.

Cleary believes men respected her more because they knew she was president of a company. Hence, she didn't experience any sexism.

"I think that helped a great deal," she says of her title. "Everybody was kind of shocked that a woman of that age could be president of her own company."

On the flip side of sexism, industry women

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## Company Women

"I just go and do my own thing. You do get accepted, but you can't be one of the boys."

**SHIRLEY ANDERSON,**  
PRESIDENT,  
BAYCO GOLF



► Shirley Anderson

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say they've also experienced encouragement from their male counterparts. While VanBibber worked hard to realize a management position at PBI/Gordon, she says she had strong support from her male superiors.

"Upper management here has been very supportive," VanBibber says. "When I started

here, there were no women managers."

PBI/Gordon now employs two vice presidents who are women and several who are managers, VanBibber says.

Galanek realizes she has the unwavering support of Breningmeyer, who says he hired the 30-year-old because of her solid work ethic, interpersonal skills and extensive education.

McLean cites two men, Jose Milan, Syngenta's global business manager for turf, and Joe DiPaola, Syngenta's golf market manager, as mentors who helped her advance in the golf market.

"There's nothing better than having somebody believe in you," the 52-year-old McLean says. "When someone believes in and trusts you, you don't ever want to let that person down."

Anderson says she received the utmost support from her boss, Bayco CEO Alex Colonello. "He would tell people, 'She's the boss. Go talk to her.'"

While Anderson says she's grateful for Colonello's support, she has had to work through



### Dollar Spot Control on a Creeping Bentgrass Green, 2004

<b>Emerald® fungicide 70 WG</b> (0.13/14 day/1,000 sq ft) (0.18/14 day/1,000 sq ft) (0.18/21 day/1,000 sq ft)	<b>100%</b>
<b>Banner MAXX® 1.3 ME</b> (1 oz/21 day/1,000 sq ft)	<b>82%</b>
<b>Bayleton® 50 DF</b> (.5 oz/14 day/1,000 sq ft)	<b>88%</b>

### Dollar Spot Control on a Creeping Bentgrass Putting Green, 2004

<b>Emerald® fungicide 70 WG</b> (0.13/14 day/1,000 sq ft)	<b>96%</b>
<b>Emerald® fungicide 70 WG</b> (0.18/21 day/1,000 sq ft)	<b>94%</b>
<b>Daconil Ultrex® 82.5 WG</b> (3.2 oz/14 day/1,000 sq ft)	<b>44%</b>

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Chart 1: Cooperator: Dr. Bruce Clark, Rutgers University Variety: Crenshaw Application Interval: 14 & 21 days Application Dates: Initiated June 1 Spray vol. (gal/1000 sq ft): 2 gal — Partial data shown.  
Chart 2: Cooperator: Dr. Rick Latin, Purdue University Variety: Pennlinks creeping bentgrass Application Interval: 14 & 21 days Number of Applications: 5 (14 day) Application Dates: Initiated May 19 Spray vol. (gal/1000 sq ft): 2 gal — Partial data shown.



some awkward situations on her own, especially when she was the only woman in the room.

"I just go and do my thing," she says. "You do get accepted, but you can't be one of the boys."

But Anderson doesn't feel like an outsider anymore, even if she isn't one of the boys. "Everybody is used to seeing me everywhere," she adds.

VanBibber says she's adjusted to being the only woman in the room during business functions, which happens frequently. "You have to have humorous comebacks, but still be a good sport, when inevitably some guy asks you to get him coffee," she adds.

But the men in the industry are getting accustomed to seeing more women at their business functions. Barbara Cleary has witnessed more and more women attending trade shows, such as the Golf Industry Show. One of them is her daughter, Mary Ellen Warwick, who's the vice president of Cleary Chemical. The 45-year-old has been working full time for the family business since she graduated from

college in 1982. Growing up, she remembers traveling with her mother to places like Pebble Beach Resort.

"There are some beautiful golf courses to see in this country," Warwick says. "And they are nice places to make sales calls."

Like her mother, Warwick says she's been accepted and treated well by the men in the industry.

"I've always found it to be full of very nice people," she says. "I've had nothing but good experiences, and people are complimentary."

Warwick's words are good news for young women seeking careers in the golf course management industry. While the turf world is still a man's world, it's changing.

"The changes that have happened in the past 20 years, both in the workplace in general and in this industry, have been phenomenal," VanBibber says. ■



▲ Laylah VanBibber

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