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Budding Futures

Golfdom presents its choices as young leaders – the innovators, influencers and mentors of the next decade

BY LARRY AYLWARD, MANAGING EDITOR

Last summer, Golfdom began its search for golf course maintenance professionals, ages 25 to 35, to spotlight in a feature on the next generation of industry leaders. We received numerous nominations from our readers for the mentors, innovators and influencers of the next decade.

Golfdom's editors and advisory staff members selected 14 candidates to profile as the industry's young leaders. "We set out to select the individuals who will be the trailblazers and teachers of tomorrow," says Pat Jones, Golfdom's publisher.

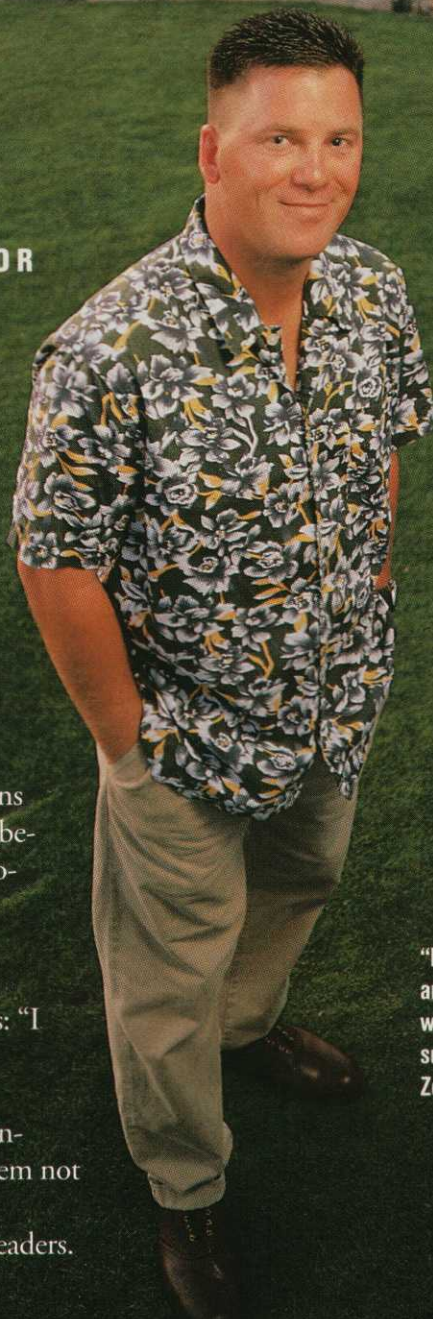
Let's just say they are young and in love — with their jobs. Many of our young leaders say they are avid golf fans and love working outdoors. You get the impression that because they couldn't play on the Tour, they had to incorporate a component of the sport into their profession.

So they selected turfgrass management.

Young leader and superintendent Bill Zeglin (and our cover boy) echoes our selections' sentiments when he says: "I have a passion for what I do. I've always wanted to be a superintendent."

Several of our selections nominated themselves and confessed chagrin. But we still selected them, and we urge them not to fret. We believe you're confident, not cocky.

So, without further ado, Golfdom presents its young leaders.



"I wouldn't want to do anything else in the world," says Arizona superintendent Bill Zeglin.

Introducing:

Bill Zeglin

Age: 31

Course: Raven GC at Sabino Springs, Tucson, Ariz.

Title: Superintendent

Education: Bachelor of science in agronomy from Texas A&M University

Mentors: Bob Clarkson, superintendent at the Roaring Fork GC in Basalt, Colo.; Mike Stem, corporate agronomist at Raven GC.

What inspired you to be a superintendent?

I've always wanted to be a superintendent. I love being outdoors. When I was growing up, I took care of people's yards, and I love the game of golf. It all came together for me, and I wouldn't want to do anything else in the world.

What makes you a leader?

I lead by example. I also have a passion for what I do, and I try to instill that passion in other people.

Where do you see yourself in 10 years?

I want to be a superintendent at a multicourse facility that hosts a PGA event.

What do you eat for breakfast?

Bacon, eggs and toast.

Zeglin was nominated by Alyn K. Stanton, general manager and head professional at the club.

"Bill is a well-rounded individual," Stanton says. "His management style can be best described as listen well, respond appropriately and lead by example. He views his fellow superintendents not as competitors but as friends who are valuable resources."

Joseph Thomas Boe

Age: 31

Course: Coral Oaks GC, Cape Coral, Fla.

Title: Superintendent

Education: Associate degree from Lake City Community College in Lake City, Fla.

Mentors: Thomas Boe, father ("He taught me how to manage people. He treated everyone great."); Mark Hampton, superintendent at Bonita Bay CC in Bonita Springs, Fla.

What inspired you to become a superintendent?

The first sunrise I saw on a golf course. The trees, the birds and the animals. You're not stuck in an office. You can work outside and be in touch with nature.

What makes you a leader?

I surround myself with good people. They make me a good leader. I just let them do their thing and support them.

Where do you see yourself in 10 years?

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Wise Guys

Golf maintenance's mentors know
what it takes to be a consummate leader

By Larry Aylward, Managing Editor

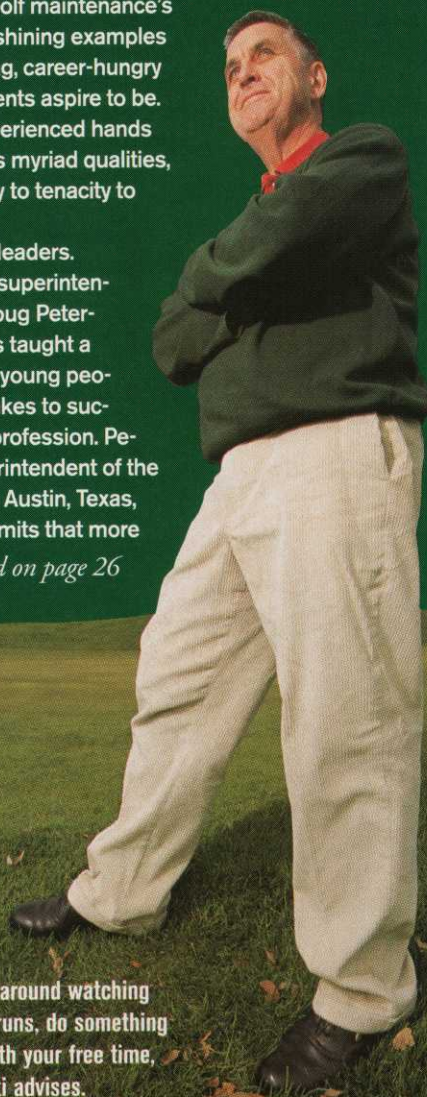
They are golf maintenance's gurus — shining examples of what young, career-hungry superintendents aspire to be. They are experienced hands who possess myriad qualities, from honesty to tenacity to humility.

They are leaders.

They are superintendents like Doug Petersan, who has taught a multitude of young people what it takes to succeed in the profession. Petersan, superintendent of the Austin GC in Austin, Texas, modestly admits that more

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Don't just sit around watching "Seinfeld" reruns, do something productive with your free time, Peter Salinetti advises.



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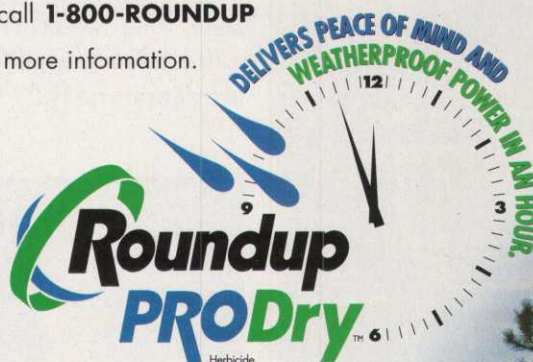
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What Is a Leader?

"A person who has the ability to get other people to do what they don't want to do and like it."

—Harry S. Truman, former U.S. president

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than 20 of his apprentices graduated from assistants to head superintendents during his 35-year career.

While Petersan and other seasoned superintendents admit there are no secrets to being vanguards in the profession, they offer guidance to young superintendents who want to be consummate leaders. They lead by example, starting with their unassuming demeanor. Petersan, who started working on a golf course when he was a student at the University of Nebraska in the mid-1960s, attributes his success to his employees.

"I try to surround myself with people I think will be successful," he says. "So if I'm successful, that's why."

It's more than that, of course. While Petersan praises others, he admits he looks for employees capable of thinking on their own — a vital attribute of being a leader, he says.

"My mom was a school teacher for 50 years," Petersan explains. "She said, 'I don't care if these kids learn anything, but I want to teach them how to think.'"

Her logic influenced her son. "If I can teach them how to think," Petersan says of his assistants, "then they can learn."

Bill Spence, superintendent of The Country Club at Brookline, Mass., and a 25-year veteran, also prefers hiring scholarly types as assistants. Besides keeping him sharp, Spence is confident they will move on to bigger things.

"I want to hire people on the way up who want my job," he says. "They keep me young."

It's essential to be an excellent communicator if you want to be a leader, says Paul R. Latshaw, superintendent of Winged Foot CC in Mamaroneck, N.Y. "You must be proficient in agronomics, but to survive in this day you must be a people person," says Latshaw, a 35-year veteran.

Latshaw, who has worked at Augusta National GC and Congressional CC among other courses in his career, says

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Right here. I've found a home here. I love the layout of the golf course and working in Cape Coral.

What do you drive?

A Nissan pickup truck. It's an old beater, but I drive my wife's Mitsubishi Montero Sport SUV on the weekend.

Boe was nominated by his wife, Steff.

"Joe has demonstrated the leadership qualities you have described in a professional and soft-spoken manner," she says. "Since he became superintendent at Coral Oaks in 1995, he has gone above and beyond the call of duty to help advance the game of golf and the image of a superintendent."

Brian Bossert, CGCS

Age: 35

Course: Bryn Mawr CC, Lincolnwood, Ill.

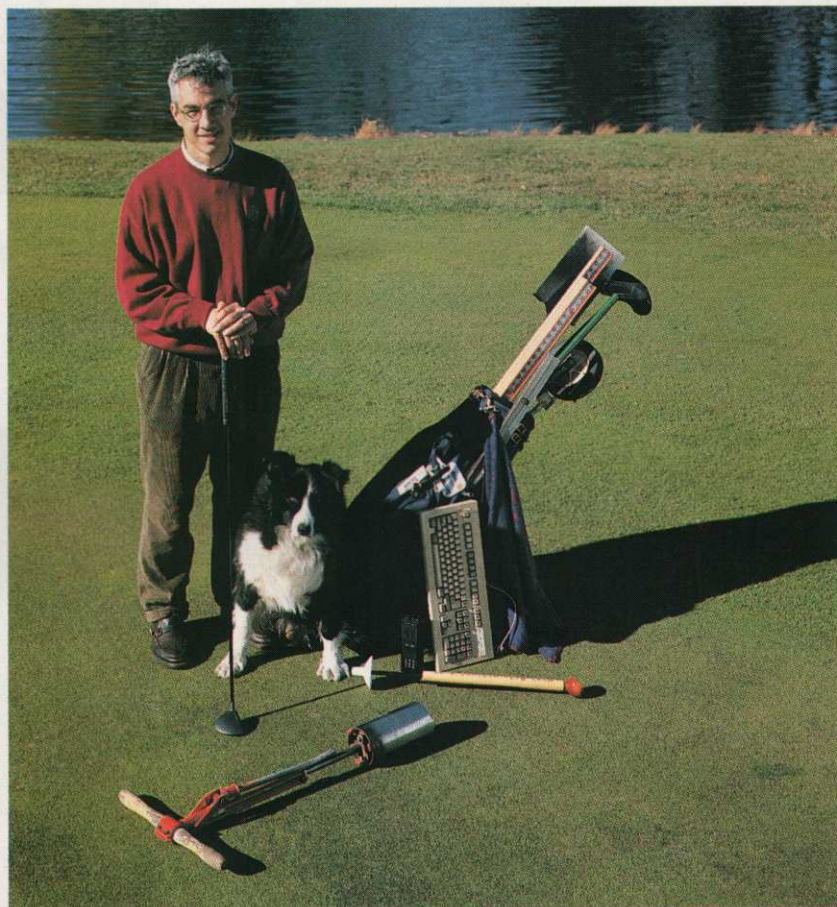
Title: Superintendent

Education: Associate degree from Danville-area Community College in Danville, Ill.

Mentors: Danny Quast, grounds manager of Medinah CC in Chicago; Peter Wilson, superintendent of Seattle CC in Seattle; Mike Sauls, superintendent of Butler National in Oak Brook, Ill.; Dennis Buck, superintendent of Dwight CC in Dwight, Ill.

What inspired you to become a superintendent?

I grew up playing golf almost every day from the time I was about 10 years old. I worked in the pro shop before I was old enough to work on the grounds committee, but I saw how much fun it was to work outside. At the end of the day, when you're a superintendent, you can look back and see progress and a job well done. Also, my father, who is a farmer,



BILL FICHT

instilled me with a strong work ethic.

What makes you a leader?

I'm a leader because I've become more involved in my profession. I'm willing to get involved and spend a lot of time to better my profession. Recently, I was elected vice president of the Midwest Association of Golf Course Superintendents. I spearheaded an effort to implement an alumni scholarship at the junior college I attended.

Where do you see yourself in 10 years?

Where I am now. It's a great club.

Now that Michael Jordan has retired and the team stinks, are you still a Bulls fan?

I share season tickets, which cost \$85 each. It's a tough evening out for the product the team puts on the floor. I'm still a fan, but this may be the last year I buy tickets.

Bossert was nominated by himself.

"I'm grateful to the golf business for al-

lowing me to make a living at something I love to do," he says.

— **Natalie Amos-Stock** —

Age: 32

Course: Harbour View GC, Gilford, Ontario

Title: Superintendent

Education: Bachelor's degree in sociology and anthropology from Carlton University in Ottawa, Ontario; also took turf management classes at University of Massachusetts in Amherst, Mass.

Mentors: Gordon Witteveen, former superintendent at the Board of Trade CC in Woodbridge, Ontario; Al Schwemler, superintendent at Toronto GC; and Keith Bartlett, su-



perintendent at Thornhill CC in Toronto.

What inspired you to become a superintendent?

When I started working at Board of Trade (under Witteveen), I fell in love with working outdoors. I also enjoy working with people. It's hard work, but I really enjoy it.

What makes you a leader?

The best resources you have are the people who work with and for you. If you keep that in mind, you can accomplish the tasks you set out to do. A good leader is also someone who's on the cutting edge and is willing to try new things.

Where do you see yourself in 10 years?

I'm happy here. I would like to improve upon this course and my skills.

Who's your favorite music star?

Marillion, a British rock and alternative music band.

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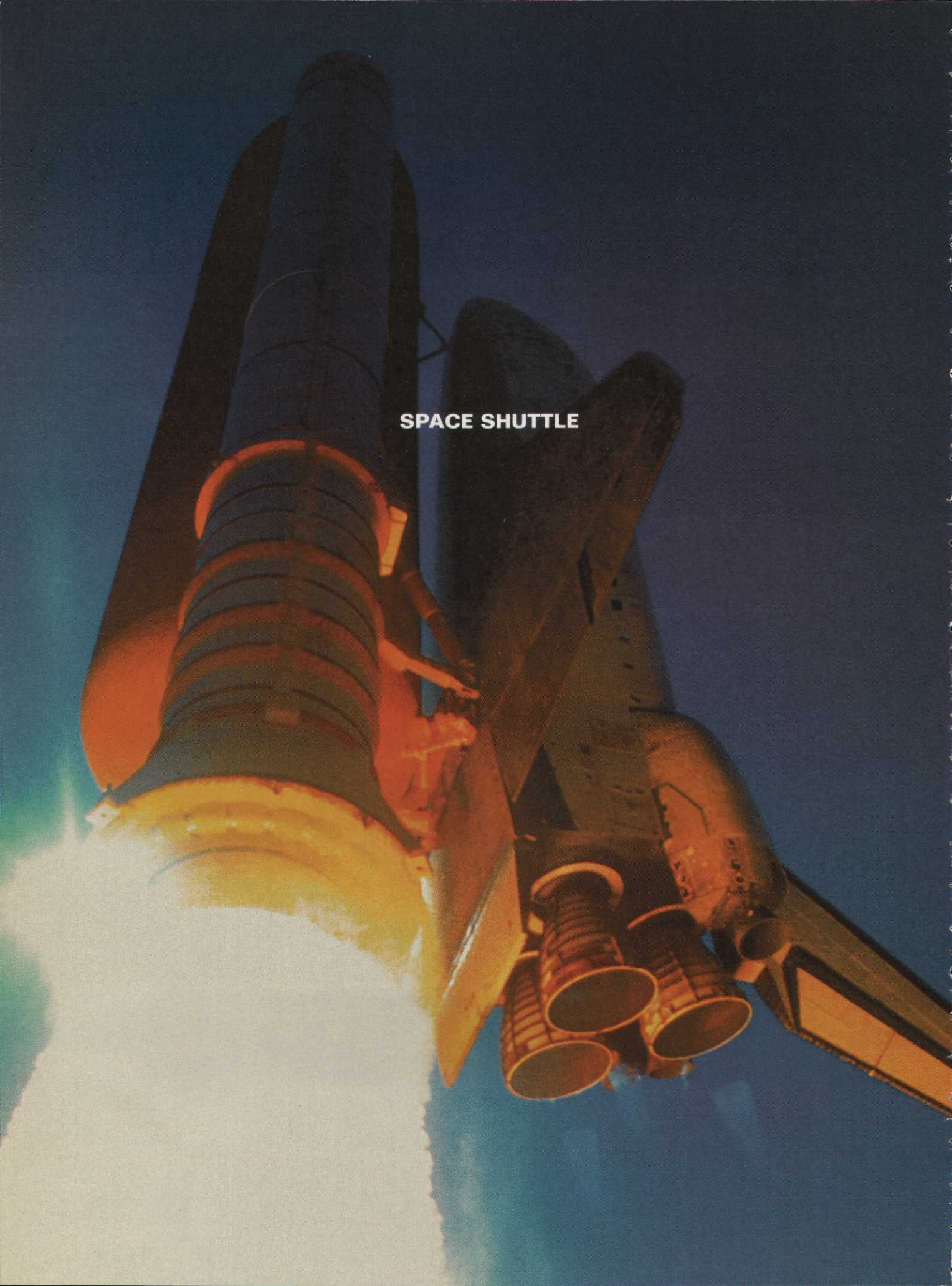
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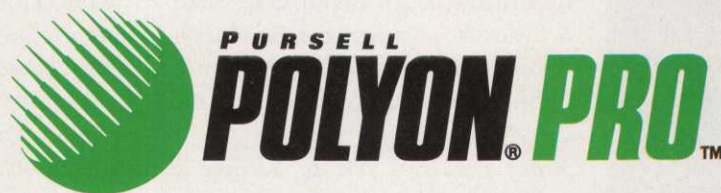
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What Is a Leader?

"A person who has tastes like mine, but in greater power."

— *Ralph Waldo Emerson, American author*

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he has heard horror stories about superintendents bickering with course pros and general managers. Being a leader means trying to get along with a nemesis, he says. "You have to get along with people and treat them fairly," Latshaw says. "Then everything else just flows."

Superintendents will also gain respect from their peers by being honest, another essential leadership attribute, Spence says. If a green turns brown because you cut it too short, don't try to conceal your mistake, Spence advises.

"I learned at an early age that if you screw up, get on the horn and call your boss to tell him," Spence says. "You're better off being honest."

More than growing grass

Twenty years ago, superintendents were judged solely by the quality of their golf courses. If the courses were verdant and tidy and featured carpet-like greens, then superintendents were viewed as leaders in their field, says Stan Zontek, USGA's Mid-Atlantic regional director, who has worked with numerous superintendents in his 29-year career.

That hasn't changed, Zontek notes, but a superintendent's ability to grow grass is simply *expected* today. If they want to be regarded as leaders, superintendents must master a variety of activities away from the course — such as implementing internship programs at their courses, being active in association boards, writing articles for trade magazines and newsletters, becoming champions for environmental preservation and volunteering in their communities.

Even though growing grass is a given, it had better be the best golf course grass in the area, Zontek notes. For instance, a successful superintendent had better be apt at mowing his or her greens at one-eighth of an inch.

"Golfers play a lot of different courses, and they compare them," Zontek

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Amos-Stock was nominated by Gordon Witteveen, former superintendent at the Board of Trade CC in Woodbridge, Ontario.

"Natalie is a very good superintendent with a bright future," Witteveen says.

Allan H. Pulaski

Age: 31

Course: The Landings Club, Savannah, Ga.

Title: Director of golf and grounds maintenance



Education: Associate degree in agronomy from Horry-Georgetown Technical College in South Carolina.

Mentors: George Frye Jr., superintendent at the Ocean Course at Kiawah Island Resort in Kiawah Island, S.C.; Carl Schwartzkops, instructor at Horry-Georgetown Technical College; Patrick O'Brien, southeastern director for the USGA.

What inspired you to become a superintendent?

I have a lot of respect for the game of golf and its tradition. It's what I grew up learning. My father was a superintendent. He picked me up every day from school and took me to the golf course. I had the choice to either play golf or work on the course.

What makes you a leader?

I have the ability to communicate and relate to several different personalities — be it members, employees or peers.

Where do you see yourself in 10 years?

I'll either be continuing my profession as a superintendent, which has been rewarding as can be, or I'll be a consultant on the renovation of existing golf courses.

What's your favorite sports movie?

"For Love of the Game," starring Kevin Costner. It touches on all aspects of life, including tradition and being focused. It's realistic.

Pulaski was nominated by himself.

"I feel fortunate to be where I am today, but I also recognize and believe that it takes hard work and dedication from not only yourself, but from employers, employees and family," Pulaski says.

Tom Leahy

Age: 32

Course: Sleepy Hollow CC, Scarborough, N.Y.

Title: Superintendent

Education: Bachelor of arts in anthropology from Hartwick College in Oneonta, N.Y.; associate's degree in turf-grass management from Delhi College in Delhi, N.Y.

Mentors: Joe Camberato, former superintendent at Sleepy Hollow CC; Barry Marcewicz, owner of Woodhaven GC in Oneonta, N.Y.

What inspired you to become a superintendent?

I like that there's a certain amount of regimen to the job, as well as a certain amount of thinking on your feet. I enjoy being on the golf course at all times of the day, but it's especially great to be out the first thing in the morning and the last thing at night when you can take a drive and better appreciate the architecture of the course.

What makes you a leader?

The biggest thing to me is to be fair. We have a crew of 216 people, and I want to be fair and consistent with them.

Where do you see yourself in 10 years?

I'd like to be here and see this course
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