



## PROFILE OF A WINNER

By Chad Eberhardt

While it is true that nothing succeeds like success, nothing helps success as much as clear vision.

A winner knows what he wants.

Barry Alvarez knew beyond a doubt that he could create winners week in and week out here in Madison.

He had a solid concept for how to make it happen. He would be organized, definitive, and unrelenting.

He would never flinch!

Successful people can focus sharply on their needs and energetically seek the means to fulfill those needs. They fully commit themselves to any situations that are vital to their goals.

Besides knowing who he is and what it takes to win, the winner also knows what threatens his chances. He knows a bad apple when he sees one and knows how to get rid of it.

A winner protects what is his.

He establishes limits and is willing to defend them immediately. He knows: the longer he waits, the weaker his case becomes.

Imagine being called a dumb greenskeeper by the club manager at your club. Unless you consider yourself a dumb greenskeeper, you must defend yourself on the spot or he will feel he has earned the right to degrade you because you accepted that fact.

When you let people take advantage of you ... you're a loser!

A winner commands respect!

The golf course superintendent must start thinking like a winner on an individual basis.

Nationally, GCSAA is too politically correct to truly improve our professional respect. Political correctness will get you nowhere!

Don't rely on our own state association to improve your lot in the professional community either.

The WGCSA is home to some of the biggest winners in the country. These winners didn't rely on others for their success.

Instead, they lead the way on an individual basis. Based on their collective individuality, they are the backbone of a great organization.

The winners have always been willing to share the credit for their success. They appreciate others' contributions.

Unfortunately, the loser usually doesn't recognize the amount of work it takes to be a winner. They believe in fortune and free rides.

Don't be a loser! It's too easy!

Be a winner! Take the bull by the horns and determine your own professional respect. Get a plan!

Most of all ... Never flinch!

P.S. Winners know the words to "Varsity!" 🌿

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