

# AFFILIATE PROFILE



**Name:** Jeff Roberts

**Employer:** Sierra Pacific Turf Supply

**Position:** Outside sales

**Years in the Business:** 30 years

**Previous Employment:** Golf Course Superintendent

**Education:** B.S., Ornamental Horticulture, Chico State

**Family:** Fiancée, Katie, and dog, Kayos.

**What was the first car you ever owned?** 1977 Plymouth Duster

**How fast did you drive it?** Sold it before I got my license.

**What is your favorite band?** Green Day

**How did you get into the business?** Setting up softball fields for the Chico Area Rec. Dept., then worked cutting out cartpaths with a sodcutter at Butte Creek Country Club. Only got to about 110 in Chico that summer.

**What did you learn that they never taught you in college?** Nothing they taught you in management classes works for a maintenance crew.

**Please list your fantasy foursome:** Carl Hiaasen, Scott McNealy, John Feinstein

**What is #1 on your bucket list?** U.S. Open Tennis or Kentucky Derby

**What's the best bit of professional advice ever tossed your way?** Only 25% of a superintendent's job is growing grass... didn't believe it but...

**What accomplishment are you most proud of?** College degree

**What's your favorite restaurant?** Fandango

**Beer or wine?** Raised in Chico...Sierra Nevada Torpedo...although Kings Mountain Pinot Noir 2007 is pretty hard not to drink.

**Favorite course to play:** Top 5: Bandon Dunes, Butler National, Spyglass Hill, Carnoustie, Old Course

**Ipod top 5:** REM, Green Day, Evita, Bolero-Ravel, Les Miserables

**What's your favorite vacation spot?** Wailea

**Favorite hobby:** Golf

**Strangest thing you've ever seen on a golf course:** While killing the Kikuyu at Pebble Beach, the fairway caught on fire due to a cigar. Gorse bush on fire in middle of the Open Championship at St. Andrews.

**Name your top superintendent influence:** Michael Sauls

**Name your top life influence:** My dad, Homer Metcalf

**Lowest score you ever shot and course:** 59 at Deep Cliff

**Worst comment a superintendent ever made to you (Affiliate):** "I'm happy with my suppliers, you don't need to stop by."

The hardest part of your job: Matching my products to my customers' needs.

**The hardest part of selling to superintendents (Affiliate):** Knowing how much or little they want to see me.

**The most rewarding thing in your job is:** Helping people do their jobs better.

**Few people know I like to:** Read as much as I do.

**If you weren't in the business of growing grass what would you be doing?** Something else outside...fire lookout?

**What's in your garage?** 3 dozen putters, 3 sets of irons, dozen woods, 3 bikes, 2 unicycles, 3 flyrods, skis, skateboards, sails for our boat.

**What's in your closet at home?** Clothes and lots of wide-brimmed golf hats

**What's in your office?** Laptop and golf magazines

**What magazines do you subscribe to?** *GolfWorld*, *GolfWeek*, *Golf Digest*, *The Week*

**Do you collect anything and why?** Putters—you never know when the one you are using will run out of putts.

**Worst piece of equipment ever owned?** PING irons

**Worst place you have ever slept?** Under a stairwell in Salamanca, Spain

**Stupidest thing your wife has asked you to do?** Never been married...ask in a year.

**Closest to death you ever came?** Mallory Weiss syndrome in Scotland....tearing of the esophagus due to an "alcoholic binge" ie.. drink and barf.

**The invention that you thought of but someone else made the million dollars and not you?** Still have mine, may need it if SS is not available...

**Do you expect to collect on social security?** Yes, been paying in for over 30 years.

**What were your favorite activities as a child?** Playing sports in the street with the other neighbor kids. Grew up on a cul de sac. Riding my bike to the park to fish.