

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.