

# Affiliate Profile, Chuck Talley

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**Employer:** Turf Star, Inc.

**Position:** Sales manager

**Years in the business:** 36

**Previous employment:** Are you kidding, I've been here since I was a child!

**Education:** American River Community College, Carmichael, CA.

**Other work or interests:** Government regulations and requirements as they relate to the Turf Industry.

**Other organizations:**

Sales and Marketing Executives International, STMA, CPRS

**Family:** Wife Marilyn, Daughter Julie and Son Sean.

**What was the first car you ever owned?** 1961 Falcon Ranchero. 170 cu in six, three on the tree. \$250.

**How fast did you drive it?** 95 MPH

**What is your favorite band?** Dave Matthews Band

**How did you get into the business?** My brother's fault. Needed part-time job while attending ARC after getting out of the Army. Jerry was promoted into sales from the Service Department, I replaced him. This was déjà vu; his path was the same, just a few years earlier.

**What did you learn that they never taught you in college?**

When interviewing for a job, interview them as rigorously as they are interviewing you.

**Please list your fantasy foursome:** Bill Murray, Michael Jordan, Charles Barkley and myself. I figure I could actually beat Sir Charles. Good for some laughs.

**What is #1 on your bucket list?** Getting my inside knee down on the pavement when riding my motorcycle. Preferably at a track day.

**What's the best bit of professional advice ever tossed your way?** Plan your work and work your plan.

**What accomplishment are you most proud of?** My kids. They turned out to be successful adults.

**What's your favorite restaurant?** Masa's Sushi in Fair Oaks. It's changed hands, but the food is still fresh and delicious.

**Beer or wine?** Definitely red wine.

**Favorite course to play:** Plantation Course, Sea Island, GA.

**Ipod top 5:** Dave Matthews, Tommy Emmanuel, Adele, Rusted Root, Bela Fleck and the Flecktones.

**What's your favorite vacation spot?** Any twisty road on my bike.

**Favorite hobby:** Motorcycles

**Strangest thing you've ever seen on a golf course:** Sea Island Georgia, Hawk snatches seagull out of mid-air.

**Name your top superintendent influences:** Fritz Howell, Joe Tompkins, Bob Dalton.

**Name your top life influences:** Duke Newton. Believed in me and launched my career. My wife keeps me grounded.

**Lowest score you ever shot and course:** 92 Southern Links, Haines City, FL.

**Worst comment a superintendent ever made to you:** "You have to take your mower and leave." Long story, best told over a glass of wine.

**The hardest part of your job:** Managing people.

**The hardest part of selling to superintendents:** Developing a relationship that includes mutual trust and honesty. Making sure they have the tools to be successful in their business.

**The most rewarding thing in your job is:** Developing people—helping them grow into their careers.

**Few people know I like to:** Wii Bowl.

**If you weren't in the business of growing grass what would you be doing?** Working at a winery.

**What's in your garage?** 2005 BMW R1200ST, 1971 and 1972 Norton 750 Commandos.

**What's in your closet at home?** Riding gear.

**What's in your office?** Photos and other memorabilia.

**What magazines do you subscribe to?** *Motorcyclist*, *Cycle World*, *Sport Rider*.

**Do you collect anything, and why?** Friends

**Worst piece of equipment ever owned?** See response to "first car ever owned."

**Worst place you have ever slept?** A seedy hotel in King of Prussia, PA

**Stupidest thing your wife has asked you to do?** Well, considering I remarried the same woman after a 7½ year intermission? Truthfully, she had the only children I liked.

**Closest to death you ever came?** Getting crossed up, on asphalt, on my 350 Ducati Scrambler, not wearing a helmet or a shirt. Young and dumb.

**Do you expect to collect on social security?** At my age, I should.

**What were your favorite activities as a child?** Backpacking and fishing in the Trinity Alps primitive area with my dad and brother.