

Ron Kujawa's career highlights

- ▶ Marquette University graduate, 1953.
- ▶ 1969: Ron and wife Sally take charge of family business.
- ▶ Early 1980: helps form ALCA's Landscape Management Division
- ▶ 1989: president of ALCA.
- ▶ 1990: instrumental in launch of Green Industry Expo.
- ▶ 1995: receives ALCA "Landscape Service Award."
- ▶ Currently chairs ALCA's associate member committee.



clients.

"You have to be able to sit down and establish a good relationship with customers," says Kujawa. "which means two things have to happen: they should like you and trust you, and you have to like and trust them!"

"You really *can* become a 'partner' with your clients, but only with mutual trust and a willingness to talk.

"There are lot of business relationships that are very formal, and that's not necessarily bad; it can be formal as long as it's not a sterile relationship. You have to be able to talk to people."

GOLF CATEGORY

James Snow, executive director of the USGA Green Section, Far Hills, N.J.

Jim Snow, LANDSCAPE MANAGEMENT's "Person of the Year" in the Golf Category, has been with the United States Golf Association's Green Section for 20 years, and has helped to define and deal with many of the agronomic and environmental concerns that have grown as much as the game of golf itself. He has served as the Green Section's national director for six years.

Snow's tenure with the Green Section has coincided with a time of great advancements in golf course design, construction and maintenance and environmental stewardship.

"In 1982, we became committed to expanding research into areas of water management," says Snow, "dealing with such is-

sues as drought stress and disease pressure on turf, and the way water was being used."

A three year program from 1991-93 studied the effects of pesticides and fertilizers on the environment, pesticide leaching and runoff, and golfer and wildlife exposure to control products.

Audubon a highlight

The Audubon Cooperative Sanctuary Program is perhaps Snow's most lasting contribution to the green industry. He and

"Compared to early 1990s, after having done all the research, and having established the Audubon Cooperative Program, the industry isn't being criticized as much as it was," observes Snow. "A lot more people are giving the industry the benefit of the doubt.

"I know some superintendents get tired of hearing about it, but any super who has taken their course through full certification in the Audubon deserves a lot of credit."

Industry stewardship must continue. "As the population grows, and resources become more limited," predicts Snow, "stewardship can't help but become more important."

Revising the specs

The Green Section is further micro-managing the agronomic needs of the various regions of the country.

"We need to refine and regionalize greens construction specs," says Snow. "Intuitively, it doesn't make sense for one

Jim Snow's career highlights

- ▶ 1979: completes graduate studies at Cornell University, joins Green Section as agronomist for Northeastern region.
- ▶ 1982: Green Section expands water management research.
- ▶ 1991-93: study of the effects of pesticides and fertilizers on the environment, pesticide leaching and runoff, and golfer and wildlife exposure to control products.
- ▶ 1990: named director of the Green Section. Helps begin Audubon Cooperative Sanctuary Program.
- ▶ 1998: a new five year program will delve further into environmental and turfgrass research.
- ▶ Editor, *USGA Green Section Record*, with regular reports on golf course agronomic issues from around the U.S.



Ron Dodson of the National Audubon Society started the program in 1990, and more than 2000 golf course superintendents have since come on board to improve the environmental friendliness of their golf courses.

The results of the program are evident, environmentally and in the court of public opinion.

method of green construction to be used all over the world."

"We have a great staff of agronomists," says Snow. "They do their jobs well, and I couldn't do it without them." **LM**

—by Terry McIver and Ron Hall