

President's Message

Dr. Mike Goatley

Goatley@vt.edu



M2MEDIA360

PRESIDENT/CEO

Marion Minor

VP OF FINANCE AND OPERATIONS

Gerald Winkel

VP OF CIRCULATION AND

COLLATERAL SALES

Joanne Juda-Prainito

PRODUCTION & OPERATIONS DIRECTOR

Mary Jo Tomei

DIRECT MAIL LIST SALES

Cheryl Naughton 678-292-6054

cnaughton@m2media360.com

SUBSCRIPTION SERVICES

Phone 845-856-2229 Fax 845-856-5822

REPRINTS

Cheryl Naughton 678-292-6054

cnaughton@m2media360.com

Account Representatives:

Leslie Palmer

16267 W. 14 Mile Rd., Ste 202

Beverly Hills, MI 48025

Ph: 248-530-0300,

ext. 1402

lpalmer@m2media360.com

Bruce Loria

626 Wilshire Blvd., Ste 500

Los Angeles, CA 90017 • Ph: 213-596-7226

bloria@m2media360.com

Classified Sales/Marketplace:

Glenn Datz

Phone: 213-596-7220

Fax: 213-624-0997

gdatz@m2media360.com

PUBLISHER'S NOTICE: We Assume No Responsibility For The Validity Of Claims In Connection With Items Appearing In Sportsturf. Reader Service Numbers Are Given To Facilitate Further Inquiry. Commercial Product Names Are Used For The Convenience Of The Reader. Mention Of A Commercial Product Does Not Imply Endorsement By Sportsturf Or M2MEDIA360, Or Preference Over Similar Products Not Mentioned.

Professionalism

I WAS HONORED with the opportunity to return to my hometown in Kentucky in June to address the KSTMA chapter at St. Catherine College. My suggested topic was "Professionalism and the Sports Turf Manager." This was certainly not a typical topic for an agronomist, but one that I decided to tackle as an "I can do this" presentation. My wife, Lisa, gives these types of talks all the time and had a worksheet on the subject already developed, but she encouraged me to develop my own concepts of professionalism before reviewing her materials. That is what I did and this is what I came up with regarding my thoughts on professionalism and the sports turf manager:

Professionalism doesn't necessarily mean "being the best," but instead, "giving your best."

Can you be a professional and still be yourself? It is pretty easy to spot a phony, and I think it is important to remain true to your identity, values, etc. But there are times and places where we must consider our surroundings and how we present ourselves and our opinions. I remember a quote, "It's great to be yourself, as long as your self can pay the bills."

Respect everyone. Every person I encounter has skills, talents, or knowledge that I don't have and there is always something to learn.

Professionals are good listeners. Slow down and L-I-S-T-E-N.

Try to keep the job away from home. Find and/or make time to unwind from the stresses of your job.

Don't be afraid to resolve conflicts. Address problems promptly rather than waiting for problems to take care of themselves.

Establish a network with professionals from within and outside your industry.

Use professional terms when speaking. For instance, you are a "sports turf manager," not a "grass cutter." Take advantage of educational opportunities whenever you can and don't be afraid to throw in some scientific terminology when the opportunity presents.

Give something back. It doesn't necessarily have to be money (although SAFE's Grass Roots Initiative, discussed in this month's issue on page 40, would be a great place to designate a regular contribution) as your time and attention to others is more valuable than any financial contribution. You can't contribute to everything and the needs of others certainly extend beyond sports turf management, but hopefully you can find one aspect of the sports turf industry where you can devote some of your time or talents.

Put your resources to work. One of the KSTMA attendees told me he would if he knew what was available! Please take a look at our ever-expanding STMA website (www.stma.org) and its wide variety of topics and informational bulletins. Members also have access to the Playing Conditions Index (PCI), the Turfgrass Information File (TGIF), and the Plant Management Network and its e-journal, *Applied Turfgrass Science*.

I hope your summer is off to a great start. Take care.

