SBI: THE THREE-DAY MINI-MBA
TWENTY-SIX SUPERINTENDENTS TRAVEL TO WINSTON-SALEM, N.C., FOR AN EDUCATIONAL OPPORTUNITY THEIR TURF DEGREE STUDIES NEVER GAVE THEM.

By Grant B. Gannon // Associate Editor

A selected group of 26 superintendents from across the United States traveled to Winston-Salem, N.C.’s Graylyn Estate for the ninth annual Syngenta Business Institute.

The three-day education program consisted of three- to four-hour classes on financial management, negotiations, leadership and staff management led by professors at Wake Forest University’s School of Business. The goal of the classes and their respective instructors was not to talk at the attendees, but rather to create a conversation and include the superintendents in the class.

“I was kind of nervous when I saw the itinerary because there was a lot of material to cover and I was wondering if I could stay engaged that long,” said Jared Stanek, superintendent at Desert Willow Golf Resort, Palm Desert, Calif. “But the classes just flew by, and the instructors were just so great. It really far exceeded my expectations.”

Throughout the program, attendees were encouraged to share their ideas with the group and work in pairs to brainstorm ideas to solve problems. They also participated in activities that made them think about concepts in ways they may not have before.

“Any superintendents who are looking into improving their staff and themselves from a leadership standpoint, SBI is a must-attend,” said Jonathan Heywood, superintendent at Morris County Golf Club, Morristown, N.J. “Whether you’re confident in your abilities or not, it’s a place to come to hone and sharpen your skills.”