

ADAM GARR
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@CourseCares

SUMMARY OF QUALIFICATIONS

- 7 years golf, sports turf, and lawn care industry sales experience as a Territory Manager
- 6 years private club experience as a Golf Course Superintendent and 6 years experience as an Assistant Superintendent
- Hands-on new golf course construction experience
- Industry communication leader, innovator, and small business owner

EDUCATION

Michigan State University, East Lansing, Michigan
Golf Turfgrass Management Certificate, 2003

University of Michigan, Dearborn, Michigan
Bachelor of the Arts in English, Graduate with Distinction, 2001

PROFESSIONAL EXPERIENCE

St. John's Resort
Plymouth, Michigan

Grow-In Consultant
April 2023 to Present

- Assist in establishment of premier 1.5A putting green complex
- Manage small project teams in the field during grow-in of championship golf course
- Provide fungicide and fertility recommendations to superintendent as needed
- Establish newly-seeded rough outside sodded areas

WinField United Professional
Arden Hills, Minnesota

Territory Sales Manager
May 2022-April 2023

- Grow sales territory by \$200k in six months in all new business from new customers
- Promote proprietary products in key city centers in Michigan
- Solve agronomic issues with innovative product solutions
- Leverage relationships with key end users to drive sales in fourth quarter

Syngenta Professional Solutions
Greensboro, North Carolina

Territory Manager
July 2015 to May 2022

- Grow territory by nearly \$3M in new business sales in 6 years in field
- Develop relationships with hundreds of golf course superintendents, lawn care operators, and distributor sales reps in Michigan
- Support superintendents using Syngenta products with technical support, continuing education and expertise
- Lead presentations at local meetings about new Syngenta products and innovative solutions for superintendents and lawn care operators
- Manage travel/expense and variable selling expense budgets in excess of \$80k
- Train, incentivize, and drive sales growth with over 30 Distributor Sales Reps

Plum Hollow Country Club
21631 Lahser Road ~ Southfield, Michigan 48037

Greens Superintendent
June 2009 to July 2015

- Maintain *poa annua* greens at the highest possible level of conditioning all season long
- Consistently update "PHCC Greens Department" maintenance blog to communicate course conditioning and maintenance practices with members and industry colleagues.
- Build a diverse, cohesive Agronomy team of qualified professionals including 2 assistant superintendents, gardener, equipment manager, assistant in training, and 15 seasonal staff members

- Develop and manage a \$670,000 maintenance operating budget
- Plan and host 2015 Michigan Amateur Championship
- Lead regular Greens Committee meetings
- Involved in every aspect of event planning through daily communication with general manager and golf professional

TOURNAMENT EXPERIENCE

Volunteer Support, Meijer LPGA for Simply Give, Blythefield Country Club, 2017-2022
 Volunteer Support, Volvik LPGA, Travis Pointe Country Club, 2016-2018
 Volunteer Support, The PLAYERS Championship, TPC Sawgrass, 2013

CONTINUING EDUCATION

Syngenta Business Institute, Wake Forest University, 2013
 Rules of Golf Seminar at Golf House, Far Hills, New Jersey, 2010

PROFESSIONAL QUALIFICATIONS

GCSAA Class A Member in Good Standing
 Board of Directors, Michigan Golf Course Superintendents Association, Term 2020-2022
 Committee Chair, MiGCSA Member Well Being Committee 2022
 Michigan Test for Teacher Certification, Certified in English, 2020
 American CPR Certification
 Familiar with all types of equipment including Toro, Jacobsen, John Deere, and CAT
 Proficient in all Microsoft Office utilities, Concur, Zoom, and Salesforce

INDUSTRY ACCOLADES

TOCA Award Winner, Writing – Merit, Column – Commercial Publications, 2018
 Syngenta “Faces of a Super” Golf Industry Show Promotion – Communication, 2015
 Golf Course Industry Social Media Award Winner – Best Blog, 2015
 Golf Course Industry Social Media Award Winner – Best Multimedia, 2014
 Published articles in Golf Course Industry Magazine, Golf Course Trades, Golfdom, and local greenkeeping magazines in England, Austria, Japan, and Australia

DIGITAL FOOTPRINT

Twitter/Instagram/Threads: @CourseCares
 Substack: www.coursecares.substack.com
 YouTube: www.youtube.com/@AdamGarr