



# News Leak

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Smith Turf & Irrigation | 4355 Golf Acres Drive | Charlotte, North Carolina 28208

## *In Memory of Jim Long*



On June 22nd, Smith Turf & Irrigation, our customers and friends lost one of the truly wonderful people ever to grace our industry when Jim Long, STI's Information & Technologies Manager, died of an apparent heart attack. He was a few weeks shy of his 56th birthday. To say that we will all miss him does not do justice to his memory. Jim's world revolved around STI, our people and our customers and he would quickly tell you how much he loved being there. He was simply one of those people that you could absolutely count on no matter the hour, the time required or the enormity of the situation and he did it all with a calm and reassuring smile. One of his favorite things was his involvement with our yearly Contractor and STI University meetings. He loved being with our customers and forged lasting friendships with each and every person he met. During the meetings he was always there behind the screen, building and running PowerPoint presentations or working to the last minute to perfect the opening and closing slide shows that created lasting memories. When he was able to venture out he could be found enjoying the company of the friends he'd made and making sure that they enjoyed themselves as well. Jim was one of those rare individuals that had found an occupation that wasn't work, it was simply his life and he lived and loved it well. We are all so fortunate to have known and worked with Jim Long and we will miss him dearly.

**JOHN SULLIVAN**, Territory Sales Manager in Charlotte for STI's Landscape Products Group, recently met the Irrigation Association's requirements to become a Certified Water Conservation Manager. Water Conservation Managers are irrigation professionals whose principal business is the evaluation, operation and management and improvement of irrigation systems to achieve the highest level of water conservation possible. They are involved in discussion with the end user regarding system use, particularly as it relates to scheduling, maintenance concerns and water conservation.



## ONLINE JOB COST CALCULATOR

**\$** Available to all STI OnLine subscribers, the Job Cost Calculator is an easy-to-use spreadsheet that calculates installed project prices for any project. Simply input your materials cost & markup, rental equipment cost & markup, labor hours & rates, daily overhead cost, estimated job duration in days, miscellaneous daily costs and desired profit margin. The spreadsheet automatically calculates a "turn-key" price and can be edited as many times as you want to produce different price outcomes. Try it today and put this quick, useful project pricing tool to work for your company!



## FAIR, O'NEILL AND SULLIVAN ACHIEVE SMEI CERTIFICATION

Three STI Territory Sales Managers, Hane Fair (Columbia), Clark O'Neill (Charlotte) and John Sullivan (Charlotte), have met the study and testing requirements to achieve Sales & Marketing Executives International "Certified Professional Salesperson" certification. The key element of this certification is a focus on the needs of our customers. Building on a foundation of education, experience, knowledge and ethical conduct, our Certified Professional Salespeople create long-term relationships with our customers that foster mutual loyalty and reliance. The SMEI philosophy teaches our salespeople to act primarily as consultants and advisors to help our customers grow their business, increase their efficiency and improve their profitability.

***Congratulations Hane, Clark and John!***



*Hane Fair*



*Clark O'Neill*



*John Sullivan*