Syngenta Business Institute:
An innovative professional business development program for superintendents.

Golf course superintendents have increasing requirements to not only deliver outstanding turf conditions, but to also possess excellent business and managerial skills. For this reason, the Syngenta Business Institute™ (SBI) was created as an innovative professional business development program for superintendents.

Syngenta partners with the Wake Forest University School of Business, which is renowned for its nationally-ranked MBA executive business program and first-class instructors. At SBI, superintendents receive hands-on, practical knowledge to enhance their business intelligence and provide leadership skills for their professional development.

Syngenta strives to not only provide innovative products, but also support to help superintendents with their day-to-day operations. Our unique, three-day program provides a business management curriculum including:

- Financial management
- Managing generational and cultural differences
- Delegation skills
- Effective communications
- Negotiation tactics and more

After completing the curriculum at SBI, superintendents will possess enhanced business management skills that can be used immediately upon return to their golf course.

Application Process

Golf course superintendents can apply for the 2017 Syngenta Business Institute that will take place December 4-7, 2017.

Approximately twenty-five superintendents will be selected to participate in this elite program.

To be considered, candidates must fill out an application, which includes a short essay on why you should be selected to attend SBI. Beginning March 1, 2017, the application is available online at GreenCastOnline.com/SBI.

Completed SBI applications are due by Tuesday, August 15, 2017, but may be submitted starting March 1. Participants will be notified of their acceptance into the 2017 Syngenta Business Institute class in October.
Proven Success

For more than eight years, superintendents from across the country have been praising this program for its effectiveness and impact on their careers. Check out reviews from the Syngenta Business Institute Class of 2016:

“This was the best form of continuing education that I have received. It’s not often that we, as superintendents, receive education that doesn’t involve a sales pitch. I ended up learning a lot about myself and feel like I left with new tools that will make me a better manager. The professors were entertaining and knowledgeable, and they did a great job relating to our struggles within the industry.”

Jason Blythe, director of agronomy,
The Reserve Vineyards and Golf Club, Aloha, Oregon

“The event exceeded my expectations. This was very different than other educational events that you go to. You are able to interact with other superintendents and world-leading faculty. For people who want to apply: it’s a no brainer. It gave you the tools to handle issues in your workplace, go about your daily job and be more successful. I could see the return on investment for my club immediately. And it just goes to show what Syngenta’s values are. By investing in the program, it shows that they want the superintendents to succeed. You don’t see that from many other companies.”

Tyler Bloom, golf course superintendent and property manager, Sparrows Point Country Club, Baltimore, Maryland

“The Syngenta Business Institute is a very good program that addresses a lot of relatable topics – my time there was fantastic. The seminars are very in-depth, and everything they cover pertains to the golf course. This program has been very helpful for the advancement of my management skills, my club and my career. I highly recommend that others apply.”

Wesley Curtis, golf course superintendent,
Westwood Golf Club, Houston, Texas

“The Syngenta Business Institute was a fantastic educational and networking program. The Wake Forest MBA professors did an outstanding job of keeping us all involved and engaged with enlightening group activities and lively discussion. I will definitely be able to put the tools and skills we learned into immediate use with my staff and club management team. It is easily the best professional development event I have attended. Thank you Syngenta!”

Jeff Ische, golf course superintendent,
Golden Valley Country Club, Golden Valley, Minnesota

To learn more about the Syngenta Business Institute and how you can apply, please visit GreenCastOnline.com/SBI or talk with your local Syngenta territory manager.