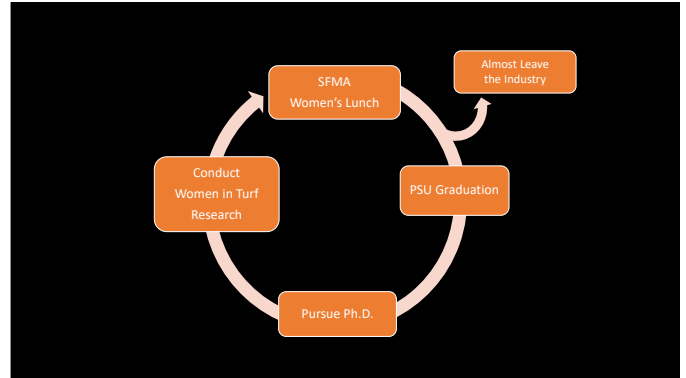
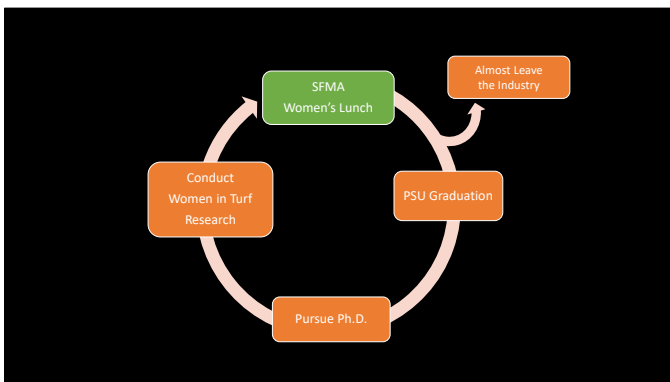




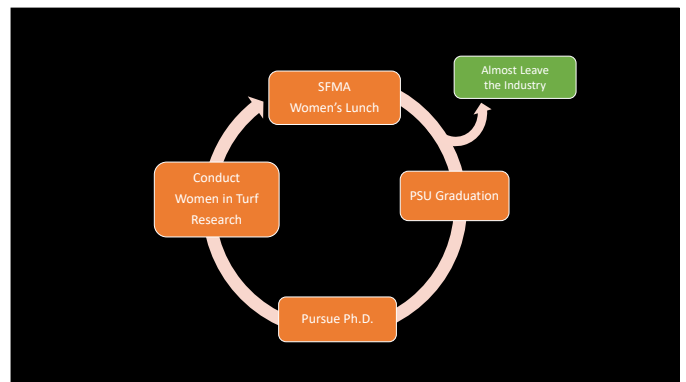
1



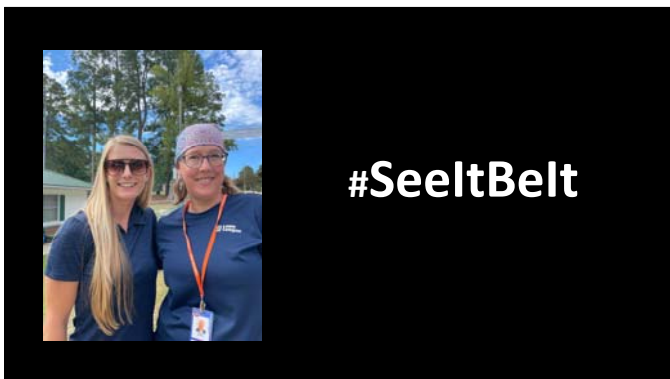
2



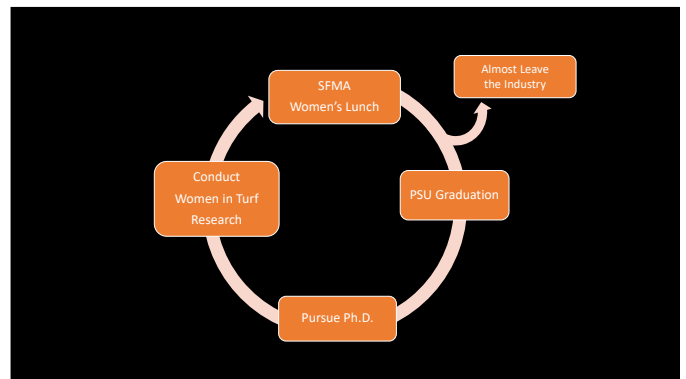
3



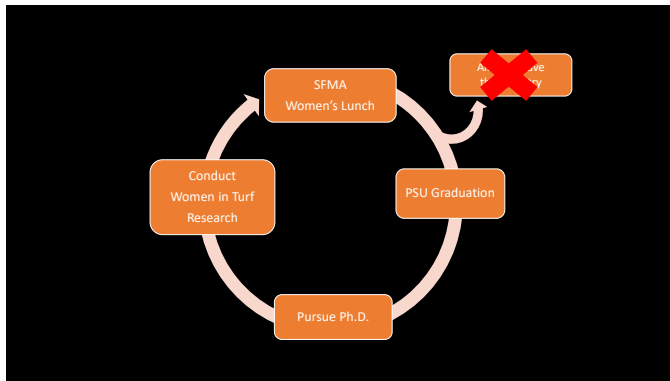
4



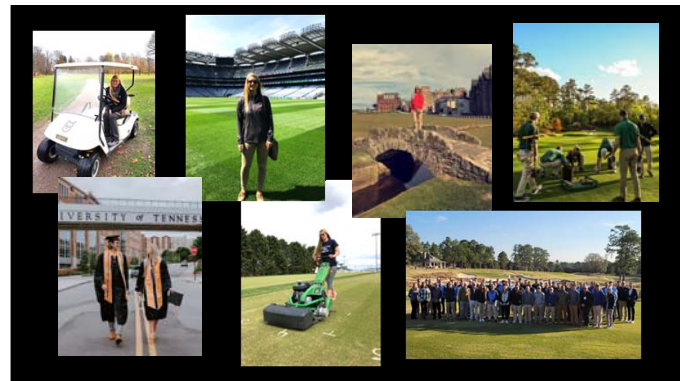
5



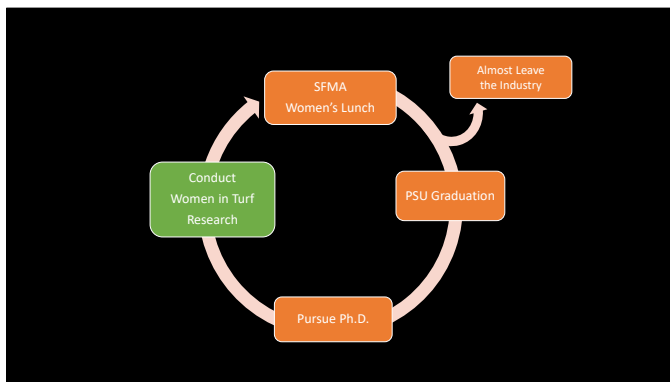
6



7



8



9

Women in Turf: A Qualitative Study Examining How Women Have Sustained Their Leadership Role Turfgrass Industry

How in the

10

Turfgrass Industry Snapshot

- 4th largest U.S. crop covering approximately 50 million acres (Morris, 2006)
- Estimated industry value in the U.S. alone of \$60 billion annually and the support of over 800,000 jobs (Haydu et al., 2006)
- Women comprise 51% percent of the United States population and 47% of the labor force (United States Census Bureau, 2018 ;U.S. Bureau of Labor Statistics, 2019)

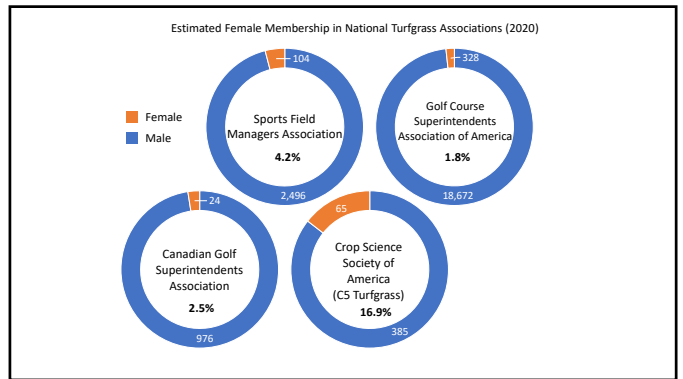
11

Do women make up nearly ½ of the workforce in turf?

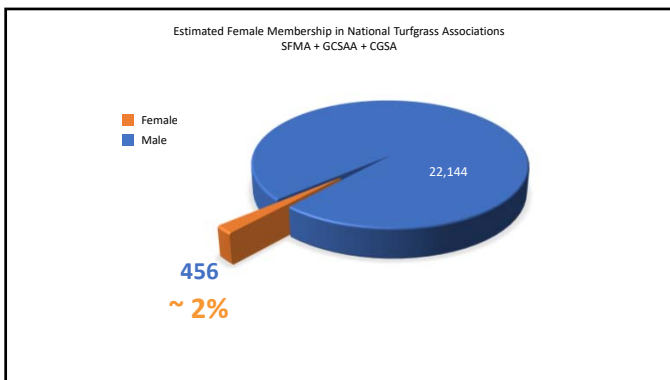
12

Do women make up nearly ½ of the workforce in turf?
NO

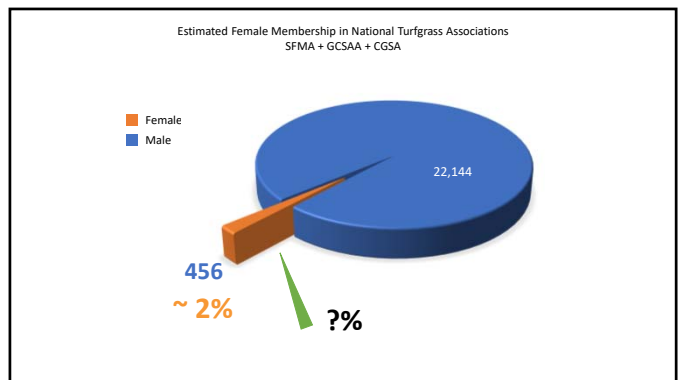
13



14



15



16

Female Recruitment in Non-Traditional Jobs

Non-traditional job: ≤ 25% of total employment is female
(United States Department of Labor Women's Bureau, 2020)

- Farming/Agriculture 10%*
- Welding 5.3%
- Construction 3.5%
- Plumbing 2.7%
- Electricity 2.2%
- **Turfgrass Management 2%**

* Percentages from United States Bureau of Labor Statistics, 2019

17

Female Recruitment in Non-Traditional Jobs

Non-traditional job: ≤ 25% of total employment is female
(United States Department of Labor Women's Bureau, 2020)

- Farming/Agriculture 10%*
- Welding 5.3%
- Construction 3.5%
- Plumbing 2.7%
- Electricity 2.2%
- **Turfgrass Management 2%**

WHY?

* Percentages from United States Bureau of Labor Statistics, 2019

18

Why is this a problem?

1) Diversity of thought is necessary for innovation

2) **LABOR**

19

Labor Issues in the Green Industry

- A decrease in the overall U.S. unemployment rate in recent years is likely contributing to low recruitment of turfgrass professionals of any gender (Hartscock, 2019)
- Declines in immigrant labor and blue-collar worker availability have caused a severe labor shortage in the turfgrass industry (Gez, 2016; Hartscock, 2019; Woelfel, 2019)
- In 2018, 59% of golf course superintendents reported they had unfilled or open positions for the majority of the 2018 peak season (GCSAA, 2018)
- The labor market was described as "bad" or "very bad" by 63% of respondents in 2018 compared to a response in the same categories of only 19% in 2012 (GCSAA, 2018)

20

Women: A Labor Solution

- A change in the turf industry is required to meet labor needs
- Increased recruitment of women to the turfgrass industry could ease labor concerns
- SFMA 4% female > 10% = + 150 skilled women
 - 4% > 30% = + 675!!!

21

The WHY is REAL.

22

The Science Behind Women

Scientific investigations on barriers and opportunities for women in other Ag sectors

Research has informed recruitment and retention strategies for female agriculturalists

You can't fix problems if you don't know (or acknowledge) they exist

This information is needed to improve the culture of the turfgrass industry

23

Research Overview

- 13 of 19 invited women agreed to participate = 68% response rate
 - From 3 countries
 - 6 to 30+ years of experience
 - Range of job titles and industry leadership service
- 30 to 90 minute Zoom interviews
- Asked 13 questions related to "What lived experiences have shaped your career in the turfgrass industry?"
- Responses aggregated to create themes (**majority** commonality)

24

Findings

- Career Paths
- Leadership
- Mentorship
- Challenges
- Opportunities

25

- Career Paths
 - Childhood focused on outdoor activities > career influence
 - Focus on education
- Leadership
- Mentorship
- Challenges
- Opportunities

26

- Career Paths
 - Childhood focused on outdoor activities > career influence
 - Focus on education
- Leadership
 - Open leadership style
 - Different from male counterparts
- Mentorship
- Challenges
- Opportunities

27

- Career Paths
 - Childhood focused on outdoor activities > career influence
 - Focus on education
- Leadership
 - Open leadership style
 - Different from male counterparts
- Mentorship
 - **SIGNIFICANT** role in success
 - Woman to woman mentorship key
- Challenges
- Opportunities

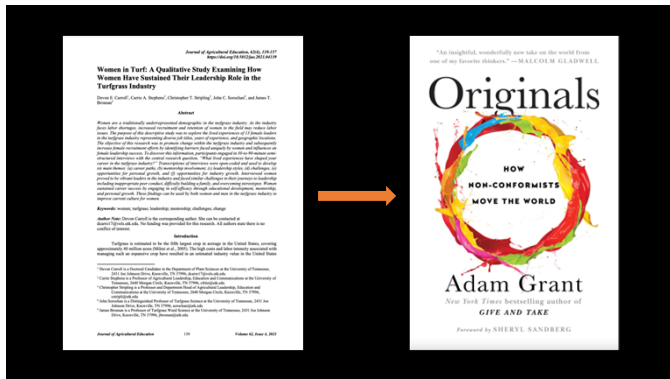
28

- Career Paths
 - Childhood focused on outdoor activities > career influence
 - Focus on education
- Leadership
 - Open leadership style
 - Different from male counterparts
- Mentorship
 - **SIGNIFICANT** role in success
 - Woman to woman mentorship key
- Challenges
 - Family building, peer misconduct, overcoming stereotypes
- Opportunities

29

- Career Paths
 - Childhood focused on outdoor activities > career influence
 - Focus on education
- Leadership
 - Open leadership style
 - Different from male counterparts
- Mentorship
 - **SIGNIFICANT** role in success
 - Woman to woman mentorship key
- Challenges
 - Family building, peer misconduct, overcoming stereotypes
- Opportunities
 - Industry professionalism
 - Visibility

30



31

Originals

- Your job is not default, its changeable to your taste
- Leaving is not weak & is sometimes the best option
- Form alliances to advance goals & overcome barriers
- Censor less, express more
- Be a challenger
- Open leaders are successful because they **source ideas**

32

#SeeltBelt

33

We all just want to grow grass!

Thank You!

Devon Carroll
@turfgirl24
devon.carroll@envu.com

34