

Cuevas-N-Crew Battle Elements: Come up Winners

Rosenblatt Stadium Shines For College World Series

In the sports turf industry, one quickly comes to realize Mother Nature plays by her own rules. No one knows this better than Jesse Cuevas, stadium superintendent for Rosenblatt Stadium, Omaha, Neb. -- home of the College World Series since 1950.

This year's College World Series, held this past June, was especially pressure-packed as the threat of inclement weather kept Cuevas and his crew looking skyward with flexed eyebrows and clenched hands. "It certainly was a high-stress situation," said Cuevas.

Finally it hit. Rosenblatt Stadium was soaked with rain -- before, during and after the semi-final game between the University of Miami and Cal-State Fullerton, Friday evening (June 19). As Cuevas put it, "It wasn't a down pour, but it sure was good grass growing rain."

Preserving and maintaining the field during the semi-final game was one thing, preparing the field for the championship game -- in less than 24 hours -- was a major ordeal.

Adding to the drama of the situation was the media. Cuevas said it felt as though all eyes were watching. It was estimated more than 25 million viewers and readers watched or heard about the College World Series through such vehicles as CBS, ESPN, *Sports Illustrated*, *The Sporting News*, *The Washington Post* and various other national radio and newspaper media.

At the completion of the semi-final game, in which Cal-State Fullerton emerged victorious, NCAA Director of



Jesse Cuevas, stadium superintendent, Rosenblatt Stadium, Omaha, Neb., pauses for a moment before Cal-State Fullerton takes on Pepperdine for the NCAA Baseball National Championship. Pepperdine won the game.

Mens' Championship Events, Dennis Poppe, asked Cuevas and his manager Larry Foster point blank: "What can you do to have this field ready for the championship game tomorrow at 12:06 p.m.?"

"We responded by saying, 'we'll do whatever it takes to have those teams playing on that field tomorrow in front of CBS and the rest of the world,'" said Cuevas.

So the promise was made and the pressure was on.

"Sometimes you don't know what can be done until you do it," said Cuevas. "We've got a very good crew. It means a lot to us that this place is represented well ... whether it's legion ball or the

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SPORTS TURF MANAGER

Official Newsletter of the
Sports Turf Managers Association

Volume X Number 3
July/August 1992

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Sports Turf Manager

This newsletter is a publication of Sports Turf Managers Association (STMA). It is published bimonthly by and for members of the association. It's goal is to promote the mission of the association by providing a channel for communication between the representatives of the board and its constituency. STMA is not responsible for the opinions expressed by writers, contributors, editors and/or advertisers. Subscriptions are free to all STMA members. Address changes, advertising, photographs and editorial inquiries should be sent to the executive offices as stated above. Copyright ©1992 by Sports Turf Managers Association. All rights reserved.

President's Message

Focused and Forging Ahead

Your board of directors recently met to finalize some important decisions for the second half of 1992. Our focus was to develop stability following the many changes made during the first six months of the year.

At our June 23 board meeting in Carol Stream, Ill., the board approved the services of a new management firm -- Smith, Bucklin & Associates, Chicago. The selection of Smith, Bucklin culminates a period of extensive research and reflection for this organization.

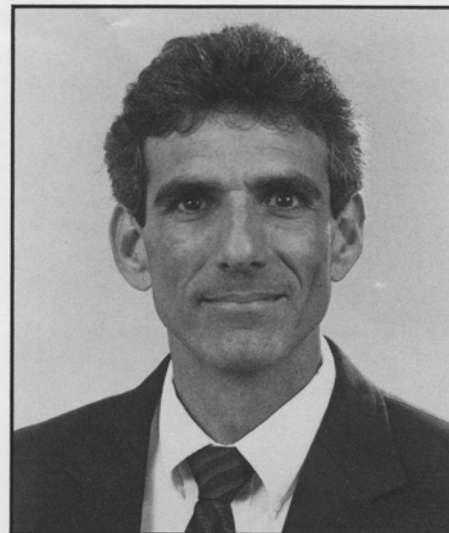
This past spring, your board identified the need to take progressive action. Two decisive decisions were made: First, retain Smith, Bucklin & Associates for an interim period to preserve the daily activities of the association; and second, direct STMA member Steve Cockerham to chair a committee to conduct a national search for an executive director and/or management company qualified and experienced in association management.

Cockerham's diligent work resulted in 12 formal applications from throughout the country. From this select group of applicants, three were asked to make presentations to the board June 23. After thorough review and discussion, the board unanimously decided to retain Smith, Bucklin.

We believe the key to any association's success and/or longevity revolves around good people, solid planning and proven organizational capabilities. Smith, Bucklin empowers STMA with all three of these vital ingredients. Our new Executive Director Bret Kelsey has been serving as the interim executive director since April. Bret will help STMA maintain a focused direction and a total business perspective.

The Sports Turf Managers Association is a relatively young organization that has experienced the "growing pains" normally felt at this point in an organization's lifecycle. Your board of directors is committed to representing the best interests of our association. We are determined to foster education and professionalism. I believe with the solid organizational and managerial capabilities of Smith, Bucklin, we will move with confidence to meet the challenges of today and tomorrow.

The board also decided STMA's Fourth Annual National Conference will be held at the Indianapolis Convention Center and Hoosier Dome in Indianapolis, Ind., December 13-15, 1992, in conjunction with the 23rd National Federation Conference of High School Athletic



Gil Landry Jr.

Directors. Please take a moment to review other board decisions located on page 8 of this newsletter. As board members working toward the improvement of our association, each board member and Bret welcomes your comments.

The early membership renewal campaign has gone well. We thank those who have renewed their membership. For those of you who haven't renewed, we hope you will soon. The membership renewal survey is also proving successful as we have gained a tremendous amount of feedback already.

We must remember, you -- the members -- are the lifeblood of this organization. Smith, Bucklin is going to have a tremendous positive impact on this organization, but their involvement with STMA is a "we" proposition, not "them." We must work together, side-by-side to recruit new members as well as continue to support STMA through volunteerism, through institutes, and by "spreading-the-word" about and attending our annual meeting.

Together, with more members and your enthusiastic participation, STMA will quickly be elevated to the number-one sports turf association in the world. The Sports Turf Managers Association is evolving. As more and more challenges are conquered, STMA grows stronger and you realize more services and benefits. We are taking the necessary and correct steps to -- not only become a leading-edge sports turf association, but to better serve your needs and personal growth.

Cuevas-N-Crew

continued from page 1

College World Series."

After the semi-final game, the crew immediately covered the field. By 4 a.m. the crew had uncovered and covered the field four times.

"Around 4:30 a.m., we received an update indicating the weather was going to clear around 6 a.m.," said Cuevas. "At that point, we decided to sneak an hour of sleep."

At exactly 6 a.m., Cuevas and his men removed the tarp from the field and went to work. Approximately 25 bags of calcined clay (equal to one ton) was mixed into the field. That, along with a stiff breeze out of the northwest, helped bring the field to playing condition by noon. At 12:06 p.m., Cal-State Fullerton took the field against Pepperdine. Pepperdine won the championship.

While there's no time for second-guessing, Cuevas had two other options for drying the field, both of which he never had to use.

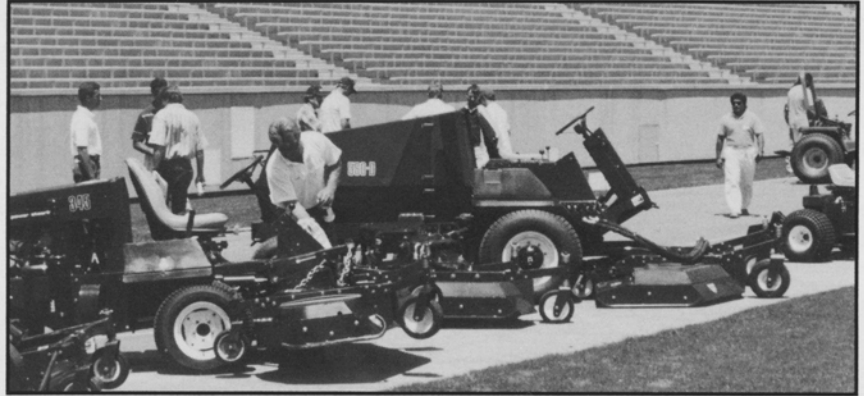
"We had a helicopter on standby and a local petroleum company waiting for our phone call," said Cuevas. "If we had to, we would have burned the field."

Cuevas-N-Crew received kudos and accolades from the players, the networks and local newspapers. "We received very good reports from both CBS Commentator Jim Kaat and the ESPN color commentators," said Cuevas.

Rating their performance, Cuevas said, "I thought it was probably the best series we've had in quite a few years ... probably an eight-and-a-half, maybe nine. The crew really responded to the challenge."

Cuevas has been a part of Rosenblatt Stadium for the past 22 years, which is the permanent home of the Kansas City Royals Triple-A affiliate, the Omaha Royals. He started working the field as a 10-year-old ball shagger in 1970. Today, he interacts and works with NCAA officials, amateur and professional athletes as well as major television and radio networks. Cuevas also is a category I STMA board member.

U.S. Air Force Academy Hosts Colorado Regional Institute



Hands-on! The Colorado Regional Sports Turf Institute at the United States Air Force Academy Sports Complex, Colorado Springs, Colo., June 17, gave participants first-class equipment demonstrations with invaluable hands-on experiences.

Approximately 67 sports turf professionals of the Sports Turf Managers Association (STMA) participated in the one-day Colorado Regional Sports Turf Institute at the United States Air Force Academy in Colorado Springs, Colo., June 17.

Bill Whirly, supervisor of parks and recreation, City of Fort Collins, Colo., said the institute featured industry speakers, tours of the Academy's sports complex and equipment demonstrations.

Air Force Baseball Coach Paul Maineri kicked-off the program focusing on the value and importance of a good working relationship between a coach and sports turf manager. Doug Pedan, past president of the Colorado High School Athletic Directors, followed Maineri with a presentation pinpointing the need for communication between the athletic director and the manager.

Pedan's talk emphasized the importance of scheduling and resource needs.

Dr. Tony Koski, Colorado State University, talked about safety and liability becoming more and more important, especially with youth sports. And, rounding out the morning was Irv Brown, renowned sports figure in the Rocky Mountain area. Brown coached baseball at the University of Colorado and was an NCAA basketball referee. He spoke on the "can do" attitude needed to succeed.

The afternoon was highlighted by a tour of the academy's 178-acre multi-use athletic facility. The Sports Turf Managers Association thanks Tony Guerrero and Mike Wehrmann of the Air Force Academy for their assistance and diligence in making this a successful regional institute.

Your Comments Are Welcome!

STMA welcomes your comments and contributed articles. Please send them to STMA Headquarters, 401 N. Michigan Ave., Chicago, IL 60611.

Midwest Regional Sports Turf Institute: A Tradition of Excellence in Education

While the Los Angeles Raiders may have coined the phrase "A Tradition of Excellence," STMA's Midwest Chapter has lived by their mission of offering its members "Excellence in Education."

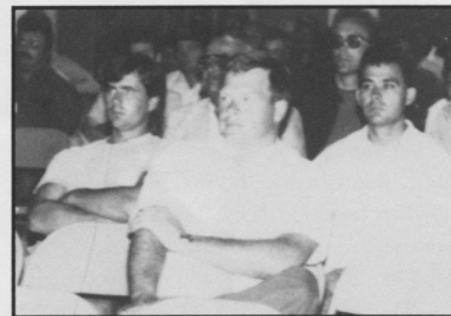
The Midwest Regional Sports Turf Institute held this past June once again proved the value of education can draw participants. More than 125 sports turf industry professionals from around the Midwest converged at Wheaton College, Wheaton, Ill., to participate in this one-day sports turf institute.

"This was a very successful institute," said STMA Midwest Chapter President, Mike Trigg, parks supervisor, Waukegan Park District, Waukegan, Ill. "Our approach this year was to focus on serving all levels of sports turf management ... high schools, park districts, collegiate and the professional ranks. We felt that we were able to provide all the attendees with something of worth to bring back to their jobs and immediately implement."

The institute's featured speaker was the Kansas City Chiefs' Chip Toma. Toma addressed the value of belonging to and participating in STMA. He also

generously offered assistance to any of the attendees regarding sports turf operations. Other highlighted speakers included: Gil Landry, STMA president; Henry Indyk, Agronomist for Turfcon; Walt Holden, Carbit Paint Company; Jim Lewandowski, Hinsdale Central High School; Roy Zehren, Natural Athletic Turf, Inc.; Dave Minner, University of Missouri; Brian Huckstadt, Rolling Meadows Park District; and Gary Peterson, Iowa Cooperative Extension Service.

The afternoon portion of the institute gave attendees the opportunity to meet and interact with approximately 31 vendors at the institute's trade show. Participating vendors included: Arthur Clesen; Grace Sierra; Century Rain Aid; Frank Smith & Associates; Lesco; Beacon Products; The Andersons; Conweb Fibers; Knox Fertilizer; Chicago Turf & Irrigation; Miles Inc.; Ditch Witch of Illinois; O.M. Scotts; Sportsfields; Turf Supply; J.W. Turf & Ehlers Lawn; Accuspread; Terra International; Permalawn; Midwest Turf; AIMCOR; Lake Cook Farm Supply; Turf Services Co.;



The STMA Midwest Regional Sports Institute has long been known for its educational value. With more than 125 participants in the June 24 institute, the Midwest Chapter can once again proclaim success!

Grounds Management Consultants; Monsanto; Illinois Lawn Equipment; Evergreen Sod Farm; Mathews Company; Van Enterprises, Ltd.; Payline West, Inc.; and Turf Products.

In a special ceremony, STMA Past President George Rokosh, College of DuPage, Glen Ellyn, Ill., was presented with the Past President's Award. The award is typically presented at the annual meeting. However, at the time, George and his wife Sharon were welcoming a new member into their family -- Marcus Randall, 9 lbs. 6 ounces.

STMA Joins Forces with National Federation

Annual Meeting Set for Indianapolis

The Fourth Annual National Conference of the Sports Turf Managers Association (STMA) and the 23rd Annual National Federation Conference of High School Directors of Athletics will run concurrently at the Indiana Convention Center and Hoosier Dome in Indianapolis, Ind., December 13-15, 1992.

"STMA appreciates the opportunity to meet in conjunction with the National High School Athletic Directors Show," said STMA National Conference Coordinator, Dr. David Minner, associate professor of Horticulture at the University of Missouri, Columbia, Mo. "When we

learned that the National Federation was going to take an active role in promoting turf management at the high school level, we sent a representative to the 1991 National Athletic Directors Conference in Orlando to get a feel for the conference. We recognized immediately that their conference is a first class operation -- professional, organized and well managed. The benefits of a concurrent meeting and exhibition with the National Federation were obvious."

The National Conferences are entirely separate and each will be administered by the respective sponsoring organization. The National Federation and STMA will conduct separate registrations. Registered delegates of either organization may attend any STMA or National Fed-

eration workshop, seminar or general session. Besides sharing programs, STMA and the National Federation will also share their trade shows.

According to Brad Rumble, National Federation Assistant Director and Show Manager, the National High School Athletic Directors Show typically features products and services for team athletics. Vendors from the sports turf industry are now utilizing the National High School Athletic Directors Show to reach individuals who are largely responsible for making virtually all purchasing and budgeting decisions for high school athletic programs, including field management.

STMA registration/exhibit information is forthcoming. Watch for details.

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STMA Member Profile

*Greg Petry, STMA President-Elect
Superintendent of Parks
Waukegan Park District
Waukegan, IL*

A graduate of Pennsylvania State University and a life-long fan of football coach Joe Paterno, Petry likes his alma mater's chances in the Big Ten Conference. Petry said the Nittany Lions will be the one Big Ten representative that will "go West and win!" Watchout Mark Hodnick. You might see Greg Petry in Pasadena, Calif. Hodnick, a member of STMA since its inception, heads field operations for the Rose Bowl.

Petry joined the Waukegan Park District in 1988 as its superintendent of parks -- the same time he became a member of the Sports Turf Managers Association (STMA). Since '88, Petry has been named "Park Executive of the Year" (1991) by the Midwest Institute of Park Executives (MIPE) and received the "Beam Clay Baseball Diamond of the Year Award" for the Grosche Field Baseball Complex in Waukegan's Bowen Park.

Prior to becoming STMA's president-elect, Petry served on the STMA Board as Director of

Parks. He is active in several civic foundations and enjoys flower and vegetable gardening as well as running.

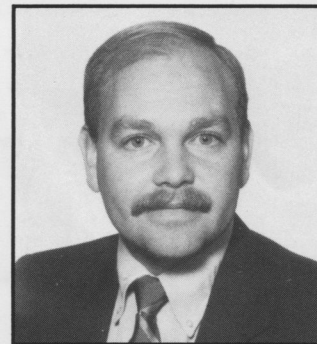
Hard Questions, Honest Answers...

Why did your company/organization decide to become a member of STMA, or why did you decide to get actively involved in STMA?

We're always looking for resources. We've found that organizations such as STMA provide us with a wealth of opportunities for personal and professional growth. We enjoy networking with others; providing and receiving information and insight that helps solve operational problems.

What do you feel are the major issues facing the sports turf industry today?

We are currently working to resolve or improve issues that I believe have plagued our industry for sometime: respect, recognition, image and safety. Programs such as the one we're currently working on with the American Society for Testing and Materials (ASTM) will go a long way to help. Editor's note: STMA member Steve Wightman is working hand-in-hand with ASTM in the development of facility and field standards formula.



Greg Petry

Do you have any words of wisdom for your peers in STMA?

The association needs to have more people involved and working on committees, projects, etc. We also need to take a more proactive stance in the ASTM process that can positively impact other vital sports turf issues.

Editor's Note: STMA features association members in each issue based on peer recommendation and/or random selection from the membership database. If you would like to suggest a member for consideration, please contact Greg Dummer, STMA Headquarters, 312/644-6610.

STMA Welcomes 30 New Members

Darin Budak
Ballfield Supervisor,
City of Rock Springs,
Rock Springs, WY

James Cornelius
Supervisor of Maint & Grounds,
West Chester Area School Dist.
West Chester, PA

Jerome Curry
Foreman,
City of Talladega,
Talladega, AL

Charles Dixon
Turf Diagnostics & Design,
Olathe, KS

Donald Fowler
County Extension Agent,
Penn State University,
McConnellsburg, PA

Doug Gallant
Student,
Ohio State University,
Worthington, OH

Joe Torres Garcia
Grounds Manager/Gardner,
Santa Clara Unified School Dist.
Santa Clara, CA

Cliff Gregoire
President,
Medina Sod Farms, Inc.,
Seville, OH

Paul Greenivell
Grounds Coordinator,
Gwinnett Cty. Public Schools,
Marietta, GA

Scott Gregoire
Medina Sod Farms, Inc.,
Orrville, OH

Loren Humphrey
Grounds Supervisor,
School District of Grand Island,
Grand Island, NE

Jack Lattimore
Athletics Groundskeeper,
Univ. of MD - Baltimore Cty.
Baltimore, MD

Dennis Leong
Asst. Landscape Superintendent,
City of San Mateo Parks Dept.,
San Mateo, CA

Randy Malkin
Product Manager,
Rain Bird Sales,
Tucson, AZ

Mike Matherne
Head Groundskeeper,
Baseball City Sports Complex,
Davenport, FL

Dale Mead
Rainbow Fields,
Modesto, CA

Mark Mead
Superintendent,
Rainbow Fields,
Modesto, CA

William Minardi
President,
Beacon Sports Products, Inc.,
Madison, WI

Jerry Mosley
Bear Baseball Fields,
Broken Arrow, OK

Joseph Poisso
Manager, U.S. Army
Ft. Mc Nair Sports Center,
Washington, DC

Dennis Reeve
Owner,
Ball Park Maintenance,
Temcula, CA

Linda Richardson
World Class,
Greenville, MS

Mark Russell
Director of Marketing,
United Horticultural Supply,
Salem, OR

George Santos
Athletic Services Supervisor,
Kamehameha Schools,
Honolulu, HI

Mick Sawyer
Horticulturist,
Addison Park District,
Lombard, IL

Les Soulligne
Manager,
Cypress Lakes Masters,
West Palm Beach, FL

David Volz
Landscape Architect,
Harris & Associates,
Los Alamitos, CA

Steve Wharton
Horticulturist,
Minot Park District,
Minot, ND

Phil Whitehouse
Manager Athletics & Baseball
Operation,
City of St. Petersburg,
St. Petersburg, FL

David Wilson
Unit Manager II,
Milwaukee County Parks,
Milwaukee, WI

Paladin Stadium Champions Carolinas Regional Institute

Furman University's Paladin Stadium was the tour of choice for those attending the Carolinas Regional Sports Turf Institute at the Greenville-Spartanburg Marriott, June 26-27.

Attendees enjoyed a day of intense educational sessions which featured the likes of former Clemson University Head Football Coach Danny Ford, then jumped aboard a bus and headed for Furman's famed Paladin Stadium in Greenville, S.C. After a captivating tour of the complex, Furman University's Supervisor of Athletic Fields, Phil Lewis, facilitated several hands-on equipment demonstrations.

According to newly elected STMA South Carolina Chapter President, Joe Wilson, the institute gave several area sports turf professionals the opportunity

to meet and interact with industry notables such as Bucky Trotter, University of Kentucky; Emory Jones, Clemson University Extension Service; Wayne Norris, parks and grounds, City of Greenville; Tim Murphy, University of Georgia Extension; Frank Conn, Smith Turf & Irrigation; Tim Drake, University Lawn and Shrub; and Gil Landry, STMA president.

Wilson is the supervisor of parks and grounds for the City of Greenville. Lewis is the chapter's new vice president and Mark Farha, stadium supervisor, Charlotte Knights, was elected the new secretary/treasurer. Trotter resigned his position as chapter president to assume a new position at the University of Kentucky.

Calendar of Events

July 30, 1992

Midwest Sports Turf Workshop
Soccer Field Maintenance
Lyons Township High School,
La Grange, IL

Contact: Don Michaels, 708/991-4800

August 1992

Western Iowa Baseball Field Seminar
Carroll High School, Carroll, IA
Contact: Gary Peterson, 515/792-6433

August 12, 1992

Northeast Regional
Sports Turf Institute
Foxboro Stadium, Foxboro, MA
Contact: Mary Owen, 508/831-1223

September 29, 1992

California Regional
Sports Turf Institute
Santa Anita Race Track, Arcadia, CA
Contact: Steve Guise, 818/574-6378

December 13 - 15

STMA Annual Meeting & Exhibition
Indianapolis Convention Center,
Indianapolis, IN
Contact: Bret Kelsey or Susan Seibert,
312/644-6610

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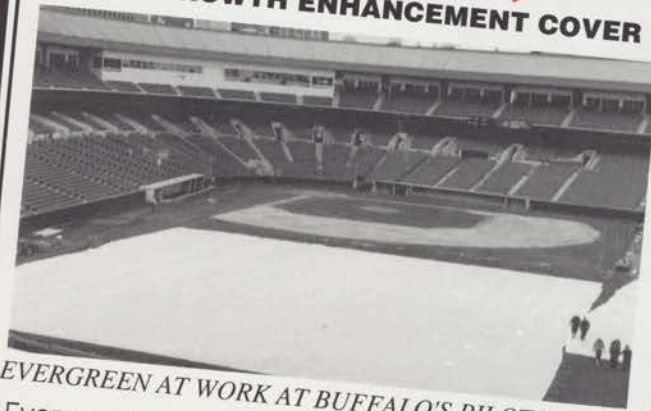
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Board Notes ...

Several key announcements and decisions highlighted the board meeting in Carol Stream, Ill., June 23. Listed below are some of the top issues:

Pushing Forward

With the selection of Smith, Bucklin & Associates, Chicago, as its new association management firm, the Sports Turf Managers Association (STMA) Board of Directors continued to push forward with its strategic initiatives.

Membership Renewal Campaign

STMA Executive Director Bret Kelsey informed the board that the STMA dues invoices were distributed in May. To date, one-half of the 1992 membership dues have already been received.

Chapter Relations

STMA President-Elect Greg Petry, superintendent of parks, Waukegan Park District, Waukegan, Ill., reported that he was receiving feedback from his survey of chapter presidents. Petry will provide

a full report and possibly a clinic on chapter organization for members at the annual meeting this December in Indianapolis.

Annual Meeting in Indianapolis

The board unanimously decided to hold STMA's Fourth Annual Meeting in conjunction with the 23rd Annual National Federation Conference of High School Directors of Athletics, December 13-15, at the Indianapolis Convention Center and Hoosier Dome, Indianapolis, Ind.

Chapter Affiliates

The board approved the Iowa and Chesapeake chapters as new affiliates of the national association.

Policy Manual

STMA is formulating a new policy manual on chapter organization, institute coordination, logo use, etc. The board hopes to implement some new procedures following the annual meeting in December.

Reach Your Target Market ... Advertise with STMA

Expanding your company's visibility and its capabilities is an ongoing, day-to-day effort. When the time comes, your organization should be the first that comes to your customer's mind. To do that ... to stay in the forefront of your customer's thoughts, you should invest in *Sports Turf Manager*. The newsletter reaches more than 700 sport turf professionals six times a year -- that means direct exposure to your market niche.

Sports Turf Manager offers a variety of advertising sizes and packages starting as low as \$100.00 for a eighth-of-a-page advertisement. For more information, contact Greg Dummer, editor, *Sports Turf Manager*, STMA Headquarters, 401 N. Michigan Ave., Chicago, IL 60611-4267; 312/644-6610.

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