Welcome!
New and Renewed
SFMANJ Members

Currently we have 291 new & renewed members. Sports Field Managers Association of New Jersey mailed invoices for 2012 membership dues to all current members. If you did not receive an invoice, please contact us at 856.514.3179 or download the membership form available at www.sfmanj.org. Mail membership dues direct to SFMANJ, PO Box 205, Pennsville, NJ 08070.

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Upper Freehold Regional School Dist.
Berkley Heights BOE
Robinsville BOE
No Brunswick Twp. Parks
Borough of Tenafly
Berkley Heights BOE
No Brunswick Twp. Parks
Seeton Hall University
Rutgers University
Upper Freehold Regional School Dist.
Rutherford Schools
Hopewell Valley Regional School Dist.
Somerset County Parks Commission
Berkley Heights BOE
Princeton Recreation Dept
Northern Highlands Regional HS
Florham Park DPW
Piscataway BOE
Rutherford Schools
Newark Public Schools
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Mantua Aberdeen Regional School District
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Robinsville BOE
Piscataway BOE
River Dell Regional School District
Highland High School
Clifton Recreation Dept.
Hoopewell Valley Regional School Dist.
No Brunswick Twp. Parks
Madison Public Schools
Princeton Recreation Dept
Princeton Recreation Dept
Florham Park DPW
Piscataway BOE
Clifton Recreation Dept.
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MISSION STATEMENT
Committed to enhancing the professionalism of athletic field managers by improving the safety, playability and appearance of athletic fields at all levels through seminars, field days, publications and networking with those in the sports turf industry.

Contact us at:
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National Organization
Sports Turf Managers Association
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SFMANJ does not necessarily support the opinions of those reflected in the following articles.
Perhaps you will never be faced with responding to a crisis. But, if you ever have an athlete get injured during play, an employee who gets hurt on the job, a disgruntled employee, a weather related disaster, or an environmental incident, you just might find yourself in the spotlight and under scrutiny.

As a manager of people, you may have to deal with an employee’s death or illness, a sudden change in top management, or employee issues of sexual harassment. Each one of these can constitute a crisis. You must be prepared for that decisive moment when your response can lead the crisis to better or to worse. An initial negative perception is nearly impossible to reverse.

**Crisis Communication Response Tips**

- Respond within 24 hours.
- Don’t point fingers.
- Always be available to the media.
- Be visible and on-site.
- Tell the absolute truth.
- Never say “no comment.”

You are judged within the first 30 seconds of speaking if you and the information you are providing is trusted. Appearing empathetic and caring are the most importance characteristics you can exhibit to show “trustworthiness.” Your audience will also assess your competence, your honesty and your commitment. Your goal as a communicator is to demonstrate these attributes.

It is important to recognize that the media is usually more interested in covering opposing viewpoints and that bad news and conflict are more newsworthy. Most reporters are working under a tight deadline, have limited scientific and technical knowledge and can be a bit cynical. When preparing to talk with the media, address the principal underlying concern of the audience/questioner/listener keeping your responses short and concise.

In many crisis situations it is important to bring in a third party and to tell the media who you have contacted.

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