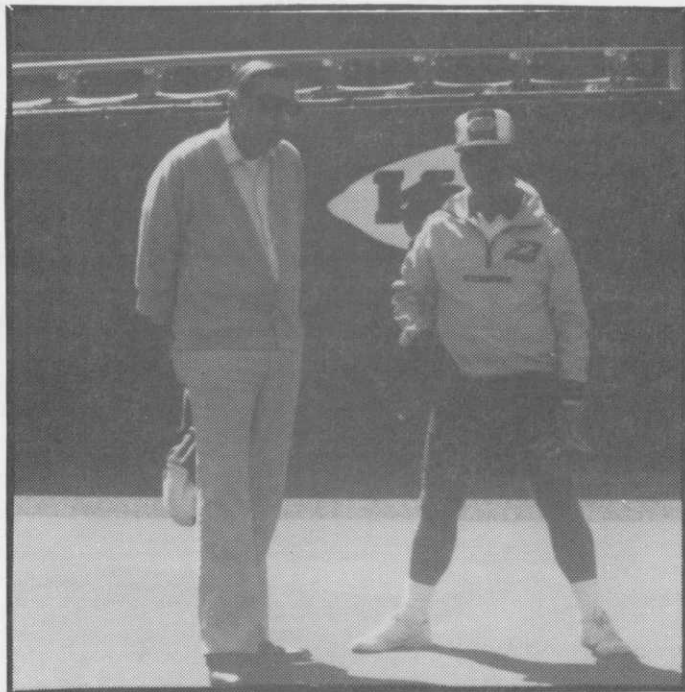


morning seminar series from 8:30 a.m. to 12:30 p.m. with two concurrent sessions to choose from: Getting Back to the Basics, Assisting Coaches and Athletic Directors Manage Fields and The Sportsturf Manager in the 1980's. All educational sessions will be held at the University Union.



*Dr. Kent Kurtz, STMA Executive Secretary and George Toma, Kansas City Royals and Chiefs discuss the upcoming Sports Turf Institute at Cal Poly Pomona, California.*

A steak barbeque lunch at the famous W.K. Kellogg Rose Garden and an opportunity to visit the acclaimed new O.A. Batcheller Conservatory provide a time to relax and reflect on the day's activities.

The Sportsturf Industries leading equipment, materials and supply companies will be featured in a trade show from 1:30 to 4:30 p.m. Inside exhibits will be in the men's gymnasium and the outside exhibits on the large athletic field complex adjacent to the gym.

Come to learn, share and experience a day of fellowship and knowledge. This year's Institute is co-sponsored by the Sports Turf Managers' Association and the Cal Poly Ornamental Horticulture Club.

Pre-registration \$18 includes lunch. Registration at the door is \$20.

Checks should be made payable to: Cal Poly Foundation. Tear off pre-registration form is below, include a check for \$18. and mail to: Dr. Kent W. Kurtz, Sportsturf Institute Coordinator, Horticulture Department, Cal Poly, 3801 W. Temple Ave., Pomona, Calif., 91768.

#### MESSAGE FROM STMA PRESIDENT

As President of STMA, I wish to welcome new members and extend best wishes to all members for a successful season in 1985.

1985 promises to be the year of change for STMA. A goal for the organization has been defined, a logo has been created, real by-laws are now in effect, and we now have our own office.

For years grass has been accepted as a green cover where it is not shaded out or covered up. Our goal is to promote the virtue of grass for sport surfaces and encourage the development of grass growing techniques.

The '85 season will provide you, the membership, with new benefits from the organization and hopefully a good level of communication with others in the same "field of interest".

David D. Frey  
President, Sports Turf Managers  
Assoc.

#### UPDATE FROM YOUR EXECUTIVE SECRETARY

I am pleased to be able to serve the STMA membership as the new Executive Secretary. Your Board of Directors and newly elected officers have asked me to take the organization to the forefront of our industry and I intend to do this by spending the next year promoting a positive, professional image for the association. Since the meetings in Denver we have already opened our own bank account, begun publishing a modest newsletter, started work on a membership directory, and plan to initiate a membership drive by word of mouth, through trade publications (Weeds, Trees, & Turf, February 1985)