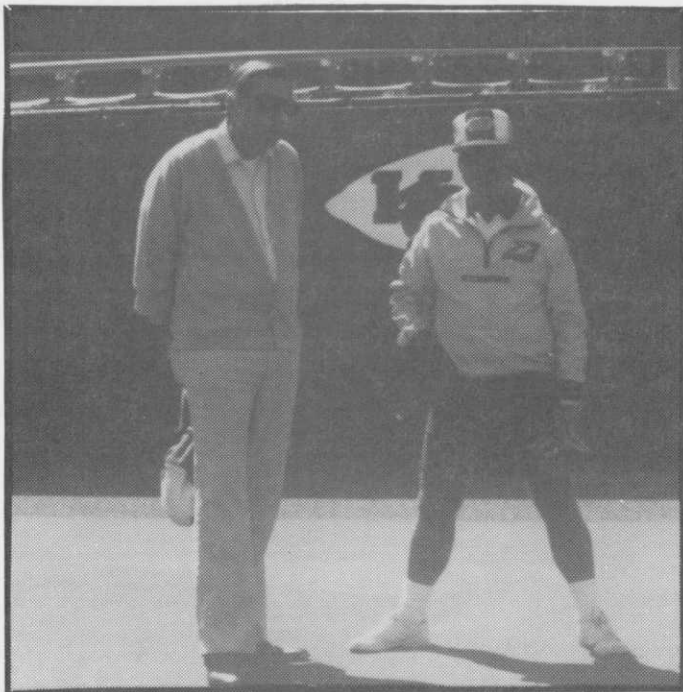


morning seminar series from 8:30 a.m. to 12:30 p.m. with two concurrent sessions to choose from: Getting Back to the Basics, Assisting Coaches and Athletic Directors Manage Fields and The Sportsturf Manager in the 1980's. All educational sessions will be held at the University Union.



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)

and at regional and national conferences. We plan to have a membership display and exhibit at the 56th International Golf Course Conference and Show in Washington, D.C. February 5 to 13, 1985. Any member planning to attend these meetings and who is willing to spend some time promoting STMA at the exhibit, please let me know.

Another area of prime importance is STMA's commitment to promote natural grass playing fields and to disseminate, share and assist our fellow sportsturf managers with new ideas, information and knowledge. To accomplish these ends we intend to begin sponsoring regional seminars in different sections of the country. The first will be the Sportsturf Institute and Trade Show to be held March 19, 1985, at Cal Poly University, Pomona, California. The second seminar is being planned by Vice President Mike Schiller and past President Harry "Pops" Gill. The meeting will be held either in Milwaukee or Chicago sometime in July. I plan to be available to assist these two "movers and shakers" with this undertaking. Harry Gill guarantees a lunch of suds and bratwurst if Milwaukee is selected for the seminar.

Beginning in April and extending through December, I have been granted a sabbatical leave from the University to co-author a book, Sportsturf Construction, Management and Use, with STMA Director, Dr. W.H. "Bill" Daniel, from Purdue University. To accomplish this goal will require extensive travel on my part to visit sports facilities and stadiums throughout the U.S. to gather information, facts and ideas from sportsturf managers. I feel the sabbatical will provide an excellent opportunity, as your Executive Secretary, to promote STMA and to encourage sportsturf managers everywhere to join our progressive association. However, I will need the assistance of each of you to write this book.

The year 1985 indeed looks very promising and bright, and if each

member encourages a friend to join our ranks we can easily double the membership of STMA. We look to our future with the hope of someday being able to command a strategic position in the industry whereby STMA will be able to provide funds and coordinate research activities at major universities for the betterment of the sportsturf manager and his/her facilities. Soon we should have a membership card and provide greater benefits and services to our members.

From your Executive Secretary, I do hope your personal New Year holds as much excitement and promise as 1985 does for STMA.

NEWS FLASH FROM DENVER STMA MEETINGS



Participating in one of the educational sessions at the recent annual meeting of STMA were Harry Gill (left), Steve Wightman, Don Marshall and Barney Barron.

STMA elected to become an independent national association and to forge ahead by upgrading our profession and providing our members with considerably improved benefits. In a nutshell some major steps taken by STMA are:

- appointed Dr. Kent Kurtz, Professor of Turfgrass Science at Cal Poly University, Pomona, Calif., as the new Executive Secretary.
- established a new mailing address: Sports Turf Managers' Association, c/o Don Marshall, Anaheim Stadium, 2000 S. State College Blvd., Anaheim, CA 92806.
- elected to investigate joining other Green Industry national associations for an annual national conference and trade show.
- established a new fee structure and restructured all membership classifications.