

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.

-appointed a committee to revise the by-laws to make them more applicable to the membership.

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## EDITORIAL

Weeds, Trees & Turf, December 1985

A frustration exists in the Green Industry. It is caused by the excessive attention poured over lawn care operators and golf course superintendents by suppliers and the news media while other Green Industry professions go unrecognized.

Refusing to accept a lesser position in the industry, smaller industry associations are regrouping to restore their rightful share of recognition amongst all Green Industries.

The list of examples is long. The American Sod Producers Association hired a full-time, experienced executive director, Doug Fender, and immediately started an image-building campaign. The Professional Grounds Management Society has made Allan Shulder's part-time position a full-time one and the PGMA board's primary goal is more attention for their programs and show. The Sports Turf Managers' Association has just separated from its former management firm and its board selected image-building and show as key objectives. The Associated Landscape Contractors of America has stepped up its maintenance programs to show the landscape world there was landscape maintenance before the term lawn care was ever coined.

There is a solution for the image problem of smaller associations, one where the individual association can preserve their identity but still take advantage of a larger show, more attention from manufacturers, and perhaps bigger budget educational programs.

It is a joint conference. Instead of 200 people attending separate shows, 3,000 will attend a joint conference. Instead of 33 small booths, there will be 200 exhibitors with their big booths. Instead of speakers from a

limited area, there will be experts from across the country.

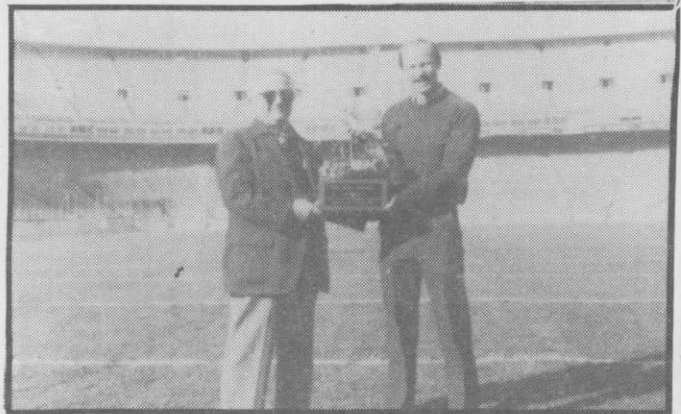
This can be done without small associations losing their identity in a big crowd. In fact, small associations can still have small meetings during the year if they want, but once a year join together and put their muscle together with other allied associations for a major event.

Such an event will become reality within the next 18 months. Mark my word.

Bruce Shank  
Weeds Trees & Turf  
Reprinted Editorial

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## WIGHTMAN WINS LAWN RANGER AWARD



*Harry Gill (right) presented the Lawn Ranger Award for the Sports Turf Manager of the year to Steve Wightman.*

The "Lawn Ranger" Award, founded in 1981 by Harry Gill, Director of Grounds of Milwaukee County Stadium, is designed to recognize individuals who have made outstanding contributions to the advancement of the sports turfgrass industry.

The 1984 winner was Steve Wightman. Wightman, Mile High Stadium, Denver, maintains the field in top condition for use by professional baseball teams, USFL football teams and as the home field for the NFL Broncos. In addition he is responsible for keeping the field in playable condition while still allowing the stadium to be used for special events such as the recent Michael Jackson Victory Tour.