

STRIKE UP THE BAND -- IT'S ALMOST CONFERENCE TIME!!

And Do We Have Plans For You!! By now, you should have received your Conference packet and you'll know what I mean. If, for some reason, you haven't gotten one of these, just give us a call here at Headquarters and we'll be happy to mail or fax the information to you.

For starters, there's the optional Kick-off Seminar on Wheels on Wednesday the 14th. You'll head out at 8:00 A.M. for a behind-the-scenes look at Disney's Horticulture Department. After lunch, you'll get the grand tour of the Scotts Company's Research Facility in Apopka.

Then, it's on to the Apopka High School baseball field and the Apopka Parks Athletic Complex -- find out how they "Meet the Challenges" and cope with extensive field use year-round!

For those of you into golf -- don't forget the optional golf tournament on Wednesday.

Beginning on Thursday are the educational sessions. Come prepared to learn! The general session includes topics ranging from a special presentation from Murray Cook and John Bisignano on *The Construction of Disney's Wide World of Sports™* complex, John Souter's view of *Stadia of the Future*, to Mike Varner's advice on *How to get Hired and Fired as a Sports Turf Manager*. After lunch, take your pick from our three concurrent ses-

sions. Topics here focus on: Sand-Based Fields, including discussions by Darren Varner and Dr. James Beard; Agronomics with Dr. Coleman Ward, Dr. Grady Miller, and more; or Pest Management, including Dr. Wayne Mixson and Dr. Monica Elliott.

The Trade Show also opens on Thursday inside the Field House at *Disney's Wide World of Sports™* complex. Check out what vendors have to offer while enjoying a reception right in the Trade Show area.

On Friday, the 16th, you'll get the Grand Tour of *Disney's Wide World of Sports™* complex as well as a little insight on Meeting the Challenges from Reggie Williams, former NFL linebacker for the Cincinnati

Bengals. Reggie knows first-hand what it's like to Meet the Challenges. He is responsible for overall sports strategic planning, sports development and management, sports complex construction and operation, staffing and organizational development, sports

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photo courtesy *Disney's Wide World of Sports™*

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industry relations, new product development and sports merchandise strategy at *Disney's Wide World of Sports™* complex. He is the inspirational leader and visionary supervising a team of over 70.



Reggie Williams

Then, it's back to your seeing and shopping expedition in the Trade Show. You'll move outdoors for the Products on Parade and "How We Do It" Demos. Friday's activities come to a close with our Annual Awards Banquet at the Coronado Springs Resort.

Saturday's Concurrent sessions will have something for everyone -- Professional Level, Colleges & Universities and Municipal/Parks & Recreational Sports Turf Facilities. After a short break, you'll once again step up to the challenge in the Round-Table Discussions.

Topics this year include: Certified Sports Turf Manager, Managing Construction Projects, Being Innovative and Creative on the Job, and Remedies for Failing Fields, to name a few.

Following lunch and our Annual Meeting, you'll have the opportunity to connect with an individual who has truly experienced "Meeting the Challenges," Captain Al Haynes. Captain Haynes, after serving in the Marine Corps, joined United Airlines as a flight engineer. He was promoted to flight officer in March, 1965, and to captain in August 1985. He was serving in that capacity on July 19, 1989, aboard United Airlines Flight 232 when three independent hydraulic systems failed and the ability to steer the plane, as well as to control its up and down movement, was lost.



Captain Al Haynes

Due to communications, preparation, execution, cooperation, -- and luck -- 184 people survived the crash landing of that plane. Unbelievable you say? Come find out what Captain Haynes says!

Saturday afternoon is capped off by a group of Sports Turf Managers who have done their own homework on "Meeting the Challenges:" Mike Andresen of Iowa State University's Jack Trice Field ; Mike Hurd, formerly with Pirate City, now at Legends Field; James Boynton, Legion Field/City of Birmingham; and Mike Varner, formerly with Jim Drikakis Field/Michigan Battle Cats, now with the Oakland A's/Papago Park. These gentlemen have all overcome GREAT challenges - - and have done it well. They are all STMA Field of the Year Award Winners!

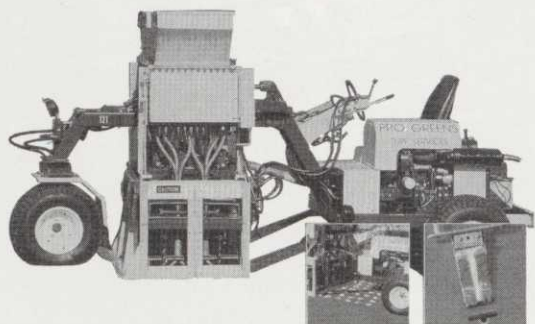
And, if that isn't enough, you can take part in the optional Wrap-up Seminar on Wheels on Sunday. Stops include Baseball City, Houlihan Stadium, Tampa Bay Stadium and Legends Field.

All in all, if you haven't signed up yet to attend the 1998 Conference & Exhibition --you need to do so now! YOU DON'T WANT TO MISS A **BIG ONE!!**

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