

Welcome New STMA Members

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Wood River, IL

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June A. Boston
S. Berwick, ME

Robert Cherry
Saginaw Township Schools
St. Charles, MI

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DeNeve Lawn Care
Victor, IA

Aaron Gettler
Otter Creek G.C./Student
Adair, IA

Tim Holovach
City of Roswell
Roswell, GA

Jeff Martin
Diamond Pro
Dallas, TX

National Golf Foundation
Ms. Lane Henderson
Jupiter, FL

Sam Pepe
Sodexo Marriot Services
Woodbury, NJ

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City of Moorhead
Moorhead, MN

Larry D. Anderson
City of Moorhead
Moorhead, MN

Jim Brown
Tex-Sand Sports Turf Spec., Inc.
Hawkins, TX

Chad M. Clovis
City of Frederick
Frederick, MD

Jeffrey T. Edenfield
Student/Univ. of Florida
Gainesville, FL

David M. Gilstrap
Michigan State Univ.
E. Lansing, MI

Tom Long
City of Frederick
Walkersville, MD

Lloyd Mauch
City of Coppell
Coppell, TX

Casey Neal
Student/Ohio State Univ.
Columbus, OH

Ryan Radcliffe
Student
Morgantown, PA

Tex-Sand Sports Turf Spec., Inc.
Dennis Wright
Hawkins, TX

Athletic Business
Sue Schmid
Madison, WI

Curtis Burns
City of Coral Springs
Coral Springs, FL

Keith Cole
Santa Monica-Malibu USD
Santa Monica, CA

Luke Facarazzo, Jr.
Luke's Landscaping, Inc.
Hollywood, FL

Michael Harris
Lesco, Inc.
Greenwood, IN

Jean Lucero
Cal State Long Beach
Long Beach, CA

Donald B. Mefford, Jr.
Georgetown College
Georgetown, KY

T. Perry Neeley
Student/Bryan ISD
College Station, TX

Darren Smith
Warren County P & R
Bowling Green, KY

Ty-Crop Turf Equipment
Lawrence Kinch
Chilliwack, BC

Robert Balek
SW Missouri State Univ.
Springfield, MO

Jody Button
Greece Central School Dist.
Rairport, NY

Brian Cool
Florida Marlins of Brevard
Melbourne, FL

Russell Fredericks
Central Park Conservatory
New York, NY

Tim Hightshoe
City of N. Richland Hills
N. Richland Hills, TX

Rick Lutz
City of Berlin
Berlin, WI

Evan Moore
Wakonda Country Club
Des Moines, IA

Nutramax Labs., Inc.
George F. Barger, Jr.
Baltimore, MD

John Stier
Univ. of Wisconsin-Hort.
Madison, WI

The People Factor

People - your personnel - are the highest dollar item on your sports turf management budget - and the one resource without which absolutely nothing would be accomplished. At the STMA Conference, on Saturday, January 16, 1999, you'll have the opportunity to sharpen your skills in this most important aspect of sports turf management - the people factor.

Come prepared for the give and take of hands-on workshop sessions as counseling psychologist and international management consultant, Dr. Bree A. Hayes, combines the practical and the philosophical aspects of people management. Dr. Hayes is president of The Hayes Group, an Athens, Georgia, based consulting firm, a renowned speaker and author, and consults regularly with turf, landscape and golf organizations. She'll focus on helping you grow your own professional management skills to rally your "team" for the challenges of the new millennium.

In the first session, "Building Teams That Work," Dr. Hayes will address both the chemistry that makes teams function and how teams work for the same goals. She says, "There's a difference between a group and a team. Teams have a common goal. When a number of individuals get on an elevator and begin their ascent, they're a group. If that elevator stops between floors, they become a team with a mutual goal: to get out of that elevator."

Hayes notes that people tend to come together in ways they never knew they could when they cope with a crisis such as a tornado or hurricane. They find strengths and abilities they never knew they had, yet few describe all they do as work. They draw energy from deep within their heart and soul and what they accomplish is very fulfilling.

Hayes' session will show you, as a team leader, how to find those natural strengths and really capitalize on them in such ways that people want to work. The work

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The People Factor

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becomes a natural challenge they want to undertake.

You'll work through the stages of group development and learn the best leadership styles to move those stages to an even higher level. You'll gain practical solutions to such typical problems as dealing with those with different opinions and motivating people to do their best work.

In the next session, "Don't Sweat the Small Stuff," you'll learn about managing yourself as Dr. Hayes reveals a prescription for lifelong self-care. As a sports turf manager you're likely to receive critical feedback three times more frequently than positive feedback. Yet often, the criticism expressed is nothing more than one individual's personal opinion. As one who strives to provide safe, playable sports fields, you're making an important contribution that brings pleasure not only to the athletes but also to all those spectators of the activity that takes

place on your fields. Dr. Hayes will equip you to keep that in perspective even as you take accurate criticism to heart and react positively to it. While you won't be able to achieve continual perfection with your fields, that doesn't necessarily make you a bad person.

Dr. Hayes says, "Because this is a very stressful field (pun intended), it's extremely important that you manage your own stress. Remember, we have to take care of ourselves all of our lives. You must take the time to do the things on a day to day basis, managing sleep, diet, exercise, caffeine use, so that your stress won't come back and kick you in a destructive manner."

During the give and take of this session you'll gain a specific set of ideas and strategies to manage that stress, and still handle your job. You'll take home skills to make growing into the new millennium a whole lot easier. STM



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