

## SPORTS TURF MANAGER

Official Newsletter of the Sports Turf  
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# President's Message

## It's Sports Turf MANAGEMENT

by Steve Guise, President

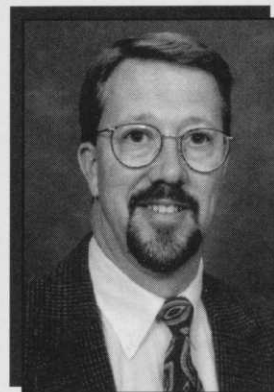
Management is the key. My 11 year old daughter Kelley demonstrated this factor for me during a recent weekend when my wife was visiting an out-of-town friend. Dad was home alone with our three girls. Kelley had gone to the local shopping mall with a friend and the friend's parents. When she returned, she was sporting a new earring at the top of her ear. Just as I prepared to launch into the lecture on never doing such a thing without her parents' permission, she also revealed a second ring - this one appearing to pierce her navel. Being a normal Dad, I immediately lost my cool and exclaimed, "Kelley, your Mom is going to ..." Before I could go any further, she laughed and said, "Don't panic, Dad." Then she removed the navel décor to show me it was just one of those new magnetic gadgets, as was the new earring.

Okay, she got me. And we shared a good laugh over it.

But, in retrospect, I realize she "managed" the incident, not only recognizing one of my "hot buttons," but also recognizing how to activate it - and how to diffuse the situation before the results of that activation passed the "acceptable" level.

As sports turf managers, part of our every day job is dealing with "hot buttons" and diffusing situations where these buttons may have been activated. The greater our skills in this stress busting action, the greater the cooperation of our employees, employers, and field users.

The way we notify a coach or field user group that a game must be cancelled because of field conditions



Steve Guise

can either bring them into agreement and partnership in that action or cause disagreement because we "don't understand" the importance of the game. The way we respond to employees' errors can either turn a situation into a teaching tool that improves their skills or become a point of confrontation, a barrier to open communication and a stumbling block to their successful performance of their job. The way we react to unexpected demands from our bosses can either demonstrate our ability to think on our feet and do the best possible job within the constraints of our resources or classify us with those who only function well when all goes according to plan.

Our job is sports turf MANAGEMENT, and that includes our communication, planning, and coordination skills along with our agronomic and turf skills.

Our annual Conference provides an opportunity to fine-tune all those skills. Our Certification and Strategic Planning Committees' programs will both advance the profession - confirming the management role. STMA is working for YOU.