

## We're on a Roll!

**B**right lights and red rocks, continuous action and quiet tranquility, Las Vegas is a city of contrasts. Like our Vegas setting, the STMA 13th Annual Conference & Exhibition (January 16-20, 2002) is packed with great things to see and do.

The Conference educational program offers something for everyone and gives you the opportunity to focus on what really counts in your operation. The Thursday and Saturday programs include a grand slam of general seminar sessions and quadruple choices during the concurrent seminar sessions. In these concurrent sessions, you decide what best fits your needs whether it be to brush up on the basics, dig into the technical, pick up some tricks of the trade, or polish your own professional development.

Kicking off our Friday morning session is Las Vegas Mayor Oscar B. Goodman. Goodman was elected Mayor in June of 1999 and is leading one of the fastest growing cities in the United States into the new millennium and preserving its status as the "Most Livable City in America."

Goodman's background is nearly as colorful as the lights of his famous city. He moved to Las Vegas in 1964 and soon became one of the City's premiere criminal defense attorneys. Renowned for his extensive knowledge of the law, brilliant legal strategies and charisma, Goodman has been named one of the "Fifteen Best Trial Lawyers in America" by the National Law Journal. In his presentation, Goodman will share both his insights into the future and some intriguing tales from his trial days.

And there's more! You'll meet and mingle with exhibitors at STMA's biggest ever trade show. You'll have a choice of one of 12 different workshops on Friday afternoon.



You'll share in the great interactive Round-Table discussions on Saturday afternoon. And, there's that most important element of the Conference - networking!

Because the Conference setting is Las Vegas, the Entertainment Capital of the World, your Conference planners left Saturday night open so you could set your own

agenda. If you're looking for glitz and glitter, you'll find it here - in abundance! A simple stroll down the famous strip takes you to Central Park, the Eiffel Tower, Venetian canals or back in time to Rome during the reign of Caesar. You can view an exploding volcano, catch the show of music, lights and dancing waters or watch a pirate ship battle. You can browse through the fantastic plant and art collections that line the halls and walls of the major hotels. And all this is available without spending a dime, as part of that Vegas experience. If you do want to spend a little cash, consider the world renowned Las Vegas Shows or doing more than window shopping at the excellent shopping venues throughout city.

See you in Vegas! It's going to be great!




He moved to Las Vegas in

1964 and soon became one of the City's premiere criminal defense attorneys. Renowned for his extensive knowledge of the law, brilliant legal strategies and charisma, Goodman has been named one of the "Fifteen Best Trial Lawyers in America" by the National Law Journal. In his presentation, Goodman will share both his insights into the future and some intriguing tales from his trial days.

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## SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association  
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Volume XIX Number 6  
November/December 2001

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Sports Turf Manager is a publication of Sports Turf Managers Association (STMA). It is published bi-monthly and is free to STMA members. Sports Turf Managers' goal is to promote the mission of the association by providing a channel for communication between the representatives of the board and its constituency. STMA is not responsible for the opinions expressed in this publication. Address changes, advertising, photographs, and editorial inquiries should be directed to the executive offices. © 2001 Sports Turf Managers Association. All Rights Reserved.

## President's Message

**We've Hit the Jackpot!**

*By Rich Moffitt*

**W**ow! Are we ever On a Roll! The year is nearly over, and it seems to have flown by. Despite the September 11th terrorist attack and all that has resulted from it, this has been an extremely progressive - and productive - year for STMA.

This is your Association. It was formed because the STMA founders believed -- and sports turf managers everywhere agreed -- that sports fields could be improved through the sharing of knowledge and the exchange of ideas. The STMA Mission Statement is, "To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism." As an Association, and an industry, our ultimate goal is providing the best sports surfaces for all levels of play.

To better understand how to achieve all this -- and how to better serve you -- we completed the first comprehensive All Member Survey in early 2001 and integrated the feedback from that Survey into the STMA Strategic Plan. The STMA Board and Committee Chairs analyzed their key initiatives as outlined in the overall Strategic Plan and developed action plans and timelines to carry out those initiatives.

Some of those initiatives were structural, organizational, or logistical items. For example, several of the Committees developed or refined existing written guidelines and implementation programs to make it easier for those who will be filling the leadership positions on these Committees in the future to follow the required procedures.

Some of the initiatives were a product of the growth and development of the Association. For example, the Chapter Relations Committee undertook a review and revision of the Chapter



**Rich Moffitt**

Manual to comply with the By-Laws and governmental requirement changes and to update the information to better serve existing and newly forming Chapters.

Some of the initiatives involved taking an idea or suggestion raised in the Survey or Strategic Planning sessions and developing it into a working program. An example of this is the member referral program introduced this October by the Membership Committee.

Many of the initiatives are communication and networking related, directly addressing our mission as expressed in the STMA Mission Statement. The best example of this is the newly revamped STMA Website: [www.sportsturfmanager.com](http://www.sportsturfmanager.com). It is already a more informative and interactive vehicle than the old version, and the Website Committee is continuing to enhance it and add new features.

And STMA has continued to expand and enhance those things the Survey feedback asked us to continue and to build on, such as the Conference. So for the STMA 13th Annual Conference & Exhibition, January 16 to 20, 2002, in Las Vegas, Nevada, the educational program is terrific, the trade show is bigger and better than ever, and the greatest jackpot is the networking. I hope to see you there!

On a personal note, I'm both proud and humbled to come to the close of this year of progress and the close of my term as President. I want to thank all the board members and committees who have put so much time and energy into

*continued on page 3*

# Training is a Constant

by Greg Petry, Waukegan Park District

People are the key to success for any facility, department or business. Start right by hiring people who are willing and eager to learn and improve; those who want a career in the industry and expect to expend the time and effort necessary to move ahead. You want qualified individuals, with sufficient education and experience to fill the position for which they are hired - but - you don't want someone who thinks they already know everything they'll need to know.

Learning is a life-long experience.

Training and continuing education programs should provide useful and relevant information. Employees should want to participate in these programs and, by doing so, improve their skills and become more motivated to perform them.

Make training accessible. Most programs should be offered during "normal" working hours. Give personnel sufficient time to make arrangements to attend training sessions offered at other times or offsite. Training is a legitimate business expense. Employees should receive regular compensation for attendance at mandatory training programs. The organization must decide and establish a policy concerning time and expense reimbursement for optional career enhancement training opportunities.

Remember, effective training programs focus on both internal and external training.

Internal training keeps people aware of things going on in the organization. This would include training in broad areas such as new employee orientation, organizational policies and safety procedures, and in specifics such as proper use of upgraded computer systems, or how to fill out new forms for purchase orders or expense payment authorizations. The majority of these programs are conducted in-house by organization personnel.

You may set up on-going internal training pro-

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Beginning October 1st - for a two year period -  
every time your name is listed in the "referred by"  
line of a membership application, you will receive a  
coupon worth \$10 towards the purchase of STMA  
merchandise, reference materials, Conference  
Registration or your own membership dues.  
Help YOUR association GROW and  
reward yourself as well!*

grams which allow employees to "tap into" sessions as their skills reach specific levels or they move up to new positions. You may offer certain basic internal training programs several times during the year to meet the needs of different departments. You may have a training check-off system that provides one-on-one training in specific policies and procedures as an employee advances to a new position or takes on added responsibilities.

External training programs generally focus on a specific area such as customer service initiatives, diversity training or advanced technological issues which require the expertise of outside trainers.

These programs may range from single sessions that last a few hours, through one or two days of focused sessions, to extensive, multi-session, multi-year training.

External training includes sessions focused on proper operation of new equipment or machines. These are usually conducted by manufacturer or supplier personnel for all organizational personnel who will operate those units. Many organizations specify that such training be a part of the purchase contract for all new equipment.

External training extends to the continuing education programs offered through key industry-

*continued on page 16*

## President's Message

*continued from page 2*

making STMA what it is today. I also want to thank Trusty & Associates, especially, Steve, Suz and Stephanie, for all the support and hard work they have done over the years. Without them, all the growth and provided services would not have happened. But most of all, I want to thank each and every member who makes up this great organization. You're the greatest. It gives me great pride to have been involved with STMA and see all the things we've accomplished for the sports turf industry and people. I still believe at the root of all our success is the people. I've made so many great friends and had a lot of fun. We've come a long way. Thank you for allowing me the honor of being President.

I wish you joy and blessings during the Holiday Season, and a productive and prosperous 2002.



# Sports Turf Topic: Seeding/Overseeding

North, South, East or West, you will probably be doing some type of seeding this fall. You may call it seeding or you may call it overseeding, but the goal is still to get the seed to germinate and then have the young seedling establish and grow. In many situations, this can be a challenge even to the turf professional.

A seed must go through several basic stages to germinate and establish. First, it must absorb moisture from the soil. Moisture to seeds is like a key in a car, it won't start without it. Once moisture enters the seed, it activates several enzymatic reactions which initiates both the development of the young primary root and the seedling. When the young root penetrates the seed coat, it must be kept moist; if this root dies, the seedling can not develop. The seed only develops one primary root.

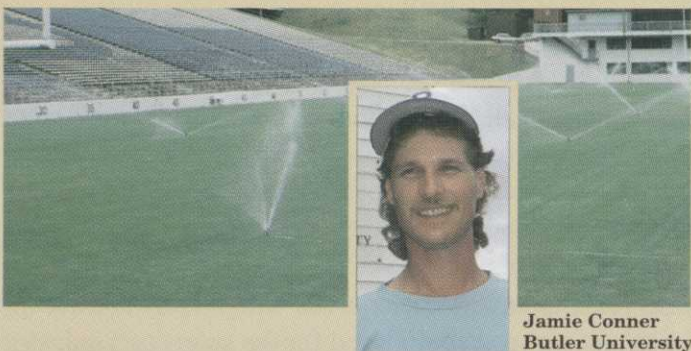
It is critical to apply a seeding fertilizer high in phosphorus to assist establishment. This is due to the inefficiency of the young root to absorb existing phosphorus from the soil. Anything that the turfgrass

manager can do to enhance the development of the root and seedling increases the chance that you will get the plant to establish.

Biostimulants such as Launch® and Focus® have been shown to assist turf establishment in several ways. First, they can reduce the time needed for the germination process. This reduces the chance that the seed will be allowed to dry out and not germinate. Applying biostimulants when seeding increases the vigor of the primary and the secondary or adventitious roots. By enhancing the root system, you enable quicker establishment.

Cytokinins are plant hormones which are extracted from sea kelp and are an important component of biostimulants used for enhancement of germination. Cytokinins control when the seedling will begin tillering which effects density. Biostimulants containing cytokinins therefore enhance the density of seedling turfgrass. Quicker germination combined with faster establishment and density increases the potential of success during the seeding process.

**Condition your turf with Launch® and Focus® Turf Biostimulants.  
For tough turf that won't buckle under. Even after the game.**



**Jamie Conner**  
Butler University

Butler University, Indianapolis, IN uses its football stadium for lacrosse as well as football, making the playing field turf maintenance a challenge. Groundskeeper Jamie Conner core aerates and overseeds the field with pure Kentucky bluegrass to get it ready for the fall football season. "Of course, straight bluegrass is slow starting," says Conner, "but we've had good results pushing it with Launch biostimulant." Conner likes to pre-germinate his seed and adds Launch to the seed primer soak-water, as well as spraying Launch on the soil as seed or sod go down. "Launch has made a noticeable improvement in germination and establishment rates," he reports. "A couple of Launch apps during the football season also seems to perk up the recovery of the grass and help it withstand punishment."

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# Welcome New STMA Members

**Daniel Correia Alves**  
Contratist Independent  
Miami, FL

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City of Sturgeon Bay  
Sturgeon Bay, WI

**Robert Burow**  
Blackhawk Lawn Care Co.  
Ft. Atkinson, WI

**Cultra Turf Specialists, Inc.**  
Spencer Cultra  
Humboldt, TN

**Nicholas J. Fedewa**  
Student  
Portland, MI

**Jeffrey W. Hayes**  
City of Onalaska  
Onalaska, WI

**Santiago "Jimmy" Jimenez**  
City of Eloy  
Eloy, AZ

**Ken Magner**  
Norfolk Tides Baseball Club  
Norfolk, VA

**Warren Mitchell**  
John Deere Turf Care, Inc.  
Raleigh, NC

**Dennis Perry**  
Town of Queen Creek  
Queen Creek, AZ

**Steve Raper**  
Catoosa Public School  
Starkville, MS

**Lucas A. Sexton**  
Student/Univ. of Missouri/Columbia  
Columbia, MO

**David L. Smith**  
Roberts Wesleyan College  
Rochester, NY

**Kevin Stout**  
New Albany-Floyd Cnty. P & R.  
New Albany, IN

**Jean Tansey**  
Baltimore County Parks & Rec.  
Towson, MD

**Ken Walczak**  
Town of Queen Creek  
Queen Creek, AZ

**Marcel Bacheleir**  
City of Nogales  
Nogales, AZ

**Ken Brackee**  
Carleton College  
Northfield, MN

**Matt Carl**  
City of Ankeny  
Ankeny, IA

**Robert Davis**  
City of Aurora  
Aurora, CO

**Steven F. Fisher**  
Maple Hill Sprinkling/Student  
Plainwell, MI

**Roy Hebdon**  
Utah State University  
Logan, UT

**Tommy Korver**  
City of York  
York, SC

**Robert Mazur**  
Bladen County Government  
Elizabethtown, NC

**Ronald D. Nemo**  
Pomona College  
Claremont, CA

**PHI Enterprises, Inc.**  
Mark Julian  
Elkhart, IN

**Jeff Salmond**  
University of New Mexico  
Grand Prairie, TX

**Tim Simmons**  
City of Delray Beach  
Delray Beach, FL

**Peter Solch**  
Alternative Earthcare  
Kings Park, NY

**John Straughn**  
Loft Seed div. Pennington Seed  
Laurel, MD

**George L. Tucker**  
Springfield Park District  
Springfield, IL

**Monica Sue Walsh**  
City of Colleyville  
Colleyville, TX

**Kenneth A. Baldi**  
City of Thornton  
Arvada, CO

**Jack Bramkamp**  
United Horticultural Supply  
Corona, CA

**Ray Cason**  
Glynn Cnty. Bd. of Commissioners  
Brunswick, GA

**Allen Dressler**  
City of Covington  
Covington, VA

**Keith Greaff**  
Hemet U.S.D.  
Hemet, CA

**R. Joseph Inch**  
Nantucket Golf Club  
Siasconset, MA

**William Lawrence, CSFM**  
Clark Companies  
Delhi, NY

**Malcolm McBride**  
Kenai Peninsula Borough  
Soldotna, AK

**Jim Ortiz**  
City of Costa Mesa  
Anaheim, CA

**Jay R. Pomeroy**  
Anderson-Johnson Assoc., Inc.  
Minneapolis, MN

**Robert Schindler**  
Arizona Cardinals  
Stephenville, TX

**Edward Slonka, Jr.**  
Conemaugh Twnshp. Area School Dist.  
Davidsville, PA

**Monty Sowell**  
Midland Rockhounds  
Midland, TX

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Onslow County B.O.E.  
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Bow School District  
Bow, NH

**Randy Warren**  
Dayton Dragons Baseball  
Dayton, OH

**Richard Bobenhouse**  
Foothills Park & Rec. District  
Littleton, CO

**Gene Buonomo**  
Rochester Red Wings  
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**Darren McCormack**  
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**Don M. Swire, Sr.**  
Town of Falmouth  
Falmouth, MA

**John A. Varrassi**  
Marion Central Catholic H.S.  
Woodstock, IL

## Members on the Move!

**Nick Gammill**, former Superintendent/Grounds for Sidwell Friends School (Washington, DC) has taken the position of Sports Turf Supervisor for American University (also in DC). You can reach Nick by phone at 202/885-2340.

**Chicago Turf & Irrigation** has changed its name to **Turf Professionals Equipment Co.** Member **Steve Stewart** can be reached at 888/838-5778. Member **Dwight D. Anderson** can be reached at 630/773-5453.

**Congratulations to our newest Certified Sports Field Managers:**

**John P. Huffman, CSFM, Huffman SportScape, Inc.**

**Jim Gavigan, CSFM, Lesco, Inc.**

*If you, or anyone you know has changed positions, let us know so we can help get the word out!*

# Hats Off to The Denver Broncos Turf Team!

**C**ongratulations to the entire Turf Management Team for the Denver Broncos/SMC for winning the 2002 "Turfgrass Professional of the Year"

Award from the Rocky Mountain Regional Turfgrass Association (RMRTA).

This team consists of: Ross Kurcab, CSFM,

Brooks Dodson, and Abby McNeal, CSFM, Andrew Hoiberg, Mitch Oullette and Scott Lane - Invesco Field at Mile High; and Troy Smith, CSFM and Wes Conway at the Broncos Practice Facility. Kurcab, Dodson, McNeal, Smith and Conway are all STMA members.

The RMRTA is a conglomerate of various aspects of the Rocky Mountain turfgrass industry (Colorado Sports Turf Managers Association, Rocky Mountain Golf Course Superintendents Association, Colorado Sod Producers and the Colorado Association of Lawn Care Professionals). This Award is their highest honor and has always been given to an individual, making this their first-ever team award.

The award was given based on the following criteria:

## The Construction and Grow-In of Invesco Field at Mile High

There is no other athletic field like this in the world. It incorporates state-of-the-art technology in terms of soil

temperature control, soil atmosphere/moisture control, and field stabilization. These systems were thoroughly researched,

studied, and evaluated by Kurcab and his staff. The ability of all of these individuals to delegate, to work independently when need be, or to work cooperatively when called to, exemplify what it means to work as a "team".



**Emphasis on Education**  
Kurcab encourages continuing education among all members of the Broncos Turf Team. He set a great example by becoming the first Certified Sports Field Manager (CSFM) in the world in 2000. He then encouraged Smith and McNeal to prepare for and take their certification exams; which they both passed in 2001. The Broncos having 3 CSFMs is quite a feat, considering that there are currently only 22 CSFMs worldwide.



Kurcab also has supported Dodson as he completed his B.S. degree in turf management at the Ohio State University

this year.

In addition, Kurcab, Smith and McNeal are frequent speakers at CSTMA Chapter meetings, CSU Turf Club meetings and regional turf conferences, as well as the STMA Annual Conference & Exhibition.

## Emphasis on Professionalism

Kurcab, Smith and McNeal are very active on both the local

and national levels of the STMA. Smith is the current President of the Colorado Chapter: STMA. Kurcab is a



current member of the Certification Committee and has served on numerous other national STMA committees, and McNeal chairs the National STMA Chapter Relations Committee and also is a Board Member of the RMRTA.

Hats off to all of these individuals who give unselfishly of their time, work for an organization which allows them to be active members of these committees, and are blessed with the ability to work together as a true "Turf Management Team."



## Dr. Kent Kurtz - STMA Historian and Southern Illinois University 2001 Outstanding Alumnus

**D**r. Kent Kurtz, STMA Historian, was recently named Outstanding Alumnus at the 50th Annual All Ag Banquet of the College of Agriculture at Southern Illinois University.

Kurtz has been an STMA member since the beginning, being appointed as the first Executive Director in November 1984. He is an Honorary Life Member of the Association, was the recipient of the Harry C. Gill Memorial Award in 1986, sportsTURF Magazine's Man of the Year in 1993 and received the Excellence in Research (now known as the Dr. William H. Daniel) Award in 1996.

He is a long time faculty member (since 1969) in the Horticulture/Plant & Soil Science Department at Cal Poly Pomona. He received a B.S. in Horticulture from the SIUC College of Agriculture in 1963. His Masters degree is from Western Michigan University and his Ph.D. is from the University of Arizona.

Prior to his appointment at Cal Poly, Kurtz worked for the Welch's Grape Juice Company as Viticulturist and O.M. Scotts & Sons as a golf course consultant.



*Dr. W. David Schoup (l), Dean of the College of Agriculture and Dr. Kent Kurtz*

His accomplishments in the field of turfgrass management include serving as a consultant for Wrigley Field, Anaheim Stadium, Dodger Stadium and Sun Devil Stadium as well as helping to prepare for six Rose Bowls, two Freedom Bowls, two Fiesta Bowls, one Super Bowl and two Major League Baseball All Star Games.

Kurtz also has been instrumental in implementing and guiding the nationally recognized turfgrass management curriculum at Cal Poly that includes courses in turfgrass management, sports turf/advanced turfgrass science, history of garden art, horticultural practices, park policies and procedures and introduction to horticulture.

Besides his STMA related honors, he also received the International Achievement Award from the Institute of Groundsmanship in London (1988), the Meritorious Service Award from the California Recreation and Parks Society (1989) and the 30 year Distinguished Service Award from the Southern California Turfgrass Council.



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## Professional Development: Thank your Boss!

*by Connie Rudolph, CSFM, Midway Stadium*

**T**hank you matters. Remember that positive feeling you had at the end of the last STMA Conference? Remember those ideas you were just itching to incorporate into your program? The cost-cutting technique you worked into your budget? The great contacts you made? No wonder your schedule includes the 2002 Conference in January!

But wait - who else knows how much you gained?

Did you thank your boss for making it possible for you to attend? Did you let him (or her) know how your attendance impacted your program?

I appreciate the opportunity for professional development the Conference provides, and I want my boss to know it. So, I write a thank you note.

I understand that my Conference attendance is an investment in me and my program. Included in that thank you note is a brief summary of the Conference highlights with special emphasis on site visits to facilities similar to my own and on educational sessions that could apply to my

situation. I spell out how I could apply that information to my work. I also include tips I picked up that could save money at my site. I take a camera and include photos with the note if they can help illustrate an idea I'm planning to incorporate. I also mention some of the key contacts I've made at the Conference, and note all the opportunities for networking it provides.

I make sure to say thank you a few times for allowing me to take the trip and that I think it was money well spent.

My boss has told me that he really appreciates this feedback. He has control over many people and makes the final decision on which Conferences and other educational opportunities each should attend. All too often, he has no idea how that function went and whether or not it was beneficial to the individual and to our overall program. Knowing that the investment was worthwhile makes a difference in his decision for allocation of funds and personnel time for the next Conference.

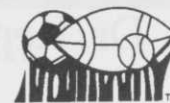
Thank you matters!





# Sports Turf Happenings

## Chapter Events



### **Sports Turf Managers Association of Arizona:**

The Arizona Chapter will participate with the City of Yuma Parks and Recreation to present the 9th Annual Sports Turf Field Day and Equipment Show on December 7, 2001. The day's activities include presentations by guest speakers, seminars and the opportunity to view vendor displays. The 6th Annual "Sports Turf" Golf Tournament will be held on Thursday, December 6, 2001, the day prior to the show. For more information on these events, contact Larry Munoz, City of Yuma Parks and Recreation, at tel. 520-329-2824 or e-mail: [Larry.Munoz@ci.yuma.az.us](mailto:Larry.Munoz@ci.yuma.az.us).

For information on the chapter, or other upcoming events, contact Bill Murphy, Recreation and Facilities Manager, City of Scottsdale Park, at e-mail: [bmurphy@ci.scottsdale.az.us](mailto:bmurphy@ci.scottsdale.az.us) or tel. 480-312-7954.

### **Sports Field Managers Association of New Jersey:**

The New Jersey Chapter will be conducting athletic field educational courses in conjunction with the New Jersey Turfgrass Association Annual EXPO in Atlantic City, December 11 to 13, 2001. The day-long athletic field sessions will be presented on December 13.

For information on the New Jersey Chapter, or upcoming events, call Jim Gavigan, Lesco, at 732-248-8979; or call Eleanora Murfitt, at 908-236-9118; e-mail to [SFMANJCHAPTER@netscape.net](mailto:SFMANJCHAPTER@netscape.net).

### **North Texas Sports Turf Managers Association:**

The North Texas Chapter will participate in the Texas Turfgrass Association Institute & Trade Show to be held December 17-19, 2001, in Fort Worth, Texas.

For information on the North Texas Chapter, or pending activities, call Kayla McAfee at 972-234-6584 or Rene Asprien at 972-647-3393, or visit the website at [www.ntstma.org](http://www.ntstma.org).

### **South Texas Sports Turf Managers Association:**

The South Texas Chapter will participate in the Texas Turfgrass Association Institute & Trade Show to be held December 17-19, 2001, in Fort Worth, Texas. The Chapter will hold a luncheon, business meeting, and election of its 2002 officers on Monday, December 17th of the Conference. Reservations can be made in conjunction with the Texas Turfgrass Association registration package. If you will not be attending the Winter Conference, but wish to attend the Chapter event, please make reservations through Tom McAfee or Pat Searight at the numbers listed below.

For information on the chapter, or upcoming events, call Tom McAfee, Nelson Wolff Municipal Stadium, San Antonio, at 210-207-3754, or Pat Searight at 254-718-4421.

### **Nebraska Sports Turf Managers Association:**

The Nebraska Chapter will participate in the 2002 Nebraska Turfgrass Conference to be held January 7 - 9, 2002, at the Holiday Inn Central in Omaha, Nebraska.

For information on the Nebraska Chapter, or upcoming events, call Gregg Bostelman, City of Grand Island, at 308-385-5426.

### **Wisconsin Sports Turf Managers Association:**

WSTMA will participate in the Wisconsin Turfgrass and Greenscape EXPO to be held at the Marriott, Madison West, January 8 to 10, 2002.

For more information on the Wisconsin Chapter, or other pending events, call Richard Miller at 608-756-1150.

### **Iowa Sports Turf Managers Association:**

The Iowa Chapter will participate in the 68th Iowa Turfgrass Conference & Trade Show to be held January 28 - 30, 2002, at the Polk County Convention Complex in Des

*continued on page 10*

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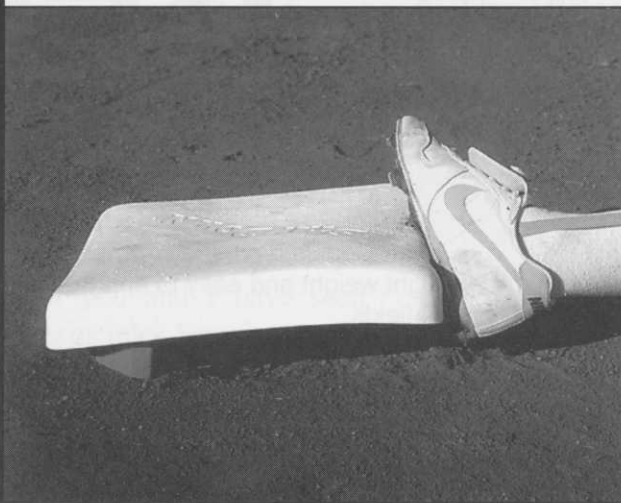
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## Chapter Events

*continued from page 8*

Moines, Iowa. The Sports Turf Workshop is scheduled for 8:30 am to 4:00 pm on January 28. On the program are: Mike Andresen, CSFM, presenting Budget & Record Keeping; Kevin Vos, CSFM, on Reducing Soccer Field Wear; Ted Thorn, Julie Smith, Ken Hanawalt, and Dr. Dave Minner presenting Construction Case Studies, and Dr. Tony Koski presenting Soil Testing & Interpretation and Tips for Healthy Roots. The Tuesday afternoon Sports Turf session includes: Dr. Joe Vargas on Disease Management and Thatch Control; Bob Campbell, CSFM, with a Show and Tell presentation and the ISTMA Annual Meeting. The Wednesday morning Sports Turf Session includes: Bob Campbell, CSFM, presenting Survival Tips for Groundskeepers; Nick Gow on Low Budget Renovation; and representatives from KCCI-TV8 on Living with Mother Nature.

For information on the Iowa Chapter, or upcoming activities, contact Lori Westrum of The Turf Office at tel. 515-232-8222, or fax 515-232-8228, or e-mail: [Lori@iowaturfgrass.org](mailto:Lori@iowaturfgrass.org).

### **Mid-Atlantic Athletic Field Managers Organization (MAFMO Chapter STMA):**

The MAFMO Chapter will participate in the Maryland Turfgrass 2002 Conference and Trade Show to be held January 29 - 30, 2002, at the Baltimore Convention Center in downtown Baltimore, Maryland.

For information on the MAFMO Chapter, or pending activities, call the Hotline at 410-290-5652.

### **Keystone Athletic Field Managers Organization (KAFMO Chapter STMA):**

The Sixth Annual KAFMO/PRPS Athletic Field Conference will be held from 8:00 am to 3:45 pm on February 15, 2002 in Grantville, PA. Educational sessions include: "Professionalism and Certification for the Sports Turf Manager," presented by STMA Executive Director Steve Trusty; "Brownfield to Greenfield Sports Complex," by Greg Petry, Executive Director of the Waukegan Illinois Park District; "The National Turfgrass Evaluation Program (NTEP)," by Kevin Morris, NTEP Executive Director; "Comprehensive Risk Management for Parks, Recreation and Sports Fields," by Greg Petry; and "Cultural Approaches to Disease Control," by Dr. Mike Fidanza Penn State University.

For information on the KAFMO/STMA Chapter or upcoming events, contact Dan Douglas, Reading Phillies Baseball Club, at tel. 610-375-8469, ext. 212; or e-mail to: [kafimo@aol.com](mailto:kafimo@aol.com).

### **Ohio Sports Turf Managers Association (OSTMA):**

OSTMA has awarded its scholarships for 2001. The recipients are: John Torres, Owens Community College student - the \$500 Profile Products/OSTMA Education Scholarship; Matt Grosjean, Owens Community College student - the \$500 OSTMA Educational Scholarship; Todd Rinehart, Ohio State University student - the \$500 OSTMA Educational Scholarship; and Aaron Weiskittle, Grounds Supervisor at Sylvania Recreation Corporation - the \$500 OSTMA National Conference Scholarship. The Chapter extends congratulations to all these scholarship recipients.

For information on the OSTMA Chapter, or upcoming events, call OSTMA Headquarters at 740-452-4541 or Boyd Montgomery, CSFM, at 419-885-1982; or visit the chapter's website at [www.glstma.org](http://www.glstma.org).

### **Southern California Chapter:**

For information on the Southern California Chapter, or pending activities, call Ron Kirkpatrick at 858-453-1755.

*continued on page 19*

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# DOC'S DUGOUT - An Inning From Our Past

By Dr. Kent Kurtz - STMA Historian

## Getting the Message Across

**W**hile going through some of Dr. Fred Grau's papers I found one that gives excellent advice when communicating in your job as a sports turf manager and some hints to speakers and moderators when giving presentations at annual turfgrass conferences. Since the STMA Conference is the 16-20th of January, in Las Vegas, speakers and moderators please take note.

**Getting Attention.** Before a message can be conveyed effectively one must have the attention of the subject.

**You are an advertising executive.** Yes, you are an advertising executive. You are advertising and selling yourself. Everything you do or say adds to or detracts from your stature as an executive. Your attitude toward those with whom you work actually is like a broadcasting station which tells everyone what you are and what you stand for. Your dress, whether it be neat or slovenly, speaks volumes to those to whom you are addressing yourself. Your voice can convey many impressions whether on the phone or when speaking directly. The kind of grammar you use can mark you as a rising executive or as a struggling foreman. The way you write letters and reports will be a factor in getting the message across.

**Your appearance.** The guiding principle would be "dress suitable to the occasion". Your spouse or "significant other" can be of great help to you in selecting the appropriate clothes. This is an elementary subject, yet you and I have seen instances where basic principles have been violated. There is a time and place for slacks and sport shirts but it is not at a Board Meeting or at an annual conference and banquet.

**Your voice.** The way you use your voice will do much to get your message across. A voice can be irritating, argumentative, firm, clear, respectful, soothing, conciliatory or weak. Few of us have had any opportunity to study and to




Dr. Fred Grau

improve our voices and the way we use them, but all of us can take notes on those who speak clearly and effectively. There is no magic formula. It can be very helpful if a good friend will accept the invitation to criticize and make suggestions. Above all, try to speak clearly, enunciate distinctly, and lift your chin to let the sound flow out to the person farthest from you. You

cannot get your message across by mumbling indistinctly. Your audience must hear you and understand you.

**The way you write.** The written report is an effective way of getting your message across. It gives the sports turf manager a chance to organize his material in a logical sequence, to edit the copy until it tells the story briefly and forcefully, and to have it typed in multiple copies so that each member

*continued on page 12*

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## DOC'S DUGOUT

continued from page 11

of your committee or Board can read it simultaneously. Here again the better your knowledge of the English language the better your chances to transmit the message with compelling force. Let someone edit your written word from the standpoint of constructive criticism. Everyone will benefit.

**The way you speak.** Make sure that you know your subject backwards and forward. Have confidence in yourself - then forget about you and concentrate on your audience. Look directly into the eyes of those near you so that they feel your message is for them. Look to the back rows and make sure that the audience there hears you and understands you. Through practice develop an enthusiastic delivery. A monotone can kill all interest.

Reading your paper is not recommended. If you know your subject all you need are 3" x 5" cards, each with

a few words to remind you of the next topic. Then your memory refreshed, you can lift your head and deliver your message effectively.

**Reduce your message to writing.** Oral messages have a way of being misunderstood, misinterpreted or forgotten. The written message conveys the intent of the writer and, if properly written, can hardly be misunderstood. Copies of the written or typed message retain a record even if the original is lost or mislaid.

Work orders to the crew often are written on a large blackboard. This seems to be an excellent way to begin the workday efficiently with minimum confusion.

When a report to a superior or the Board has been prepared, your message will receive more careful attention if it is bound neatly in a colored folder and lettered neatly as to the topic, date, etc.

**Photographic visual reports.** Many sports turf managers have become excellent photographers. Significant events, progress of a site or specific maintenance steps are recorded on film. The report that is supplemented by a few well-chosen photos will be sure to get the message across more effectively than a report that is merely typewritten pages. (*Digital images may work best for the computer savvy.*)

Color slides shown on a screen with a good projector represent another way to get the message across. The good photographer is one who throws away his bad slides. Don't put yourself in the position of being apologetic. Show only the good ones. (*Consider Power Point for a dynamic presentation.*)


There is no magic about getting the message across. You must know your audience. You must know your subject matter. You must know the English language and be able to use it effectively in speaking and writing. Your dress must be appropriate. Practice delivery until you have complete confidence in your ability. Reduce reports to writing. Be concise and logical. Illustrate with good pictures or slides whenever possible. Be neat. Welcome constructive criticism. Keep an open mind, practice self-improvement, and learn from the mistakes of others - you will not live long enough to make them all yourself.



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# Your Board Meeting Report

**O**n October 12 and 13, 2001, your Board of Directors met at the Riviera Hotel & Casino in Las Vegas, Nevada. This location is the site of the 2002 Conference and was chosen to give Board Members an update on Conference logistics.

The Board approved the minutes of the July 27 - 28, 2001, Board Meeting; the Preliminary Financial Reports for the period ending September 30, 2001; and the Check Disbursement Listing for the period ending September 30, 2001.

Committee status reports were reviewed and accepted as submitted. The Finance and Audit Committee meeting, originally scheduled for September 12, 2001, was held on October 10, 2001.

Among the major agenda items for this meeting were the review and approval of the Finance and Audit Committee report, and the review and approval of the STMA 2002 Budget, including the review and approval of Trusty & Associates Service and Compensation Agreement.

The 2002 Conference Education Committee presented the completed Conference packet, including the brochure and program and registration information.

The Chapter Relations Committee reported that the fourth annual Chapter Officers Training Session will be held at the Riviera Hotel & Casino from 1:00 to 6:00 PM on Tuesday, January 15th, in conjunction with the Conference. Regional Chapter Conference Calls will be completed during the last week of October and all Chapters will have the opportunity to provide input for the COTS agenda.

The Certification Committee reported on the status of that program, introduced the Navy Blazer that will be available only for those achieving CSFM status, and noted that a proctored setting for the CSFM Exam will be provided at the Riviera on Sunday morning, January 20th, for those pre-qualified for this testing.

The Membership Committee provided preliminary details of a Mentoring Program and received Board approval to proceed with the initiative. The Committee also reported that the membership referral program was introduced on October 1, 2001, as previously approved.

The Nominating Committee's recommended slate of officers was approved as submitted. The background information on nominees and the ballots will be sent to all members in early December with votes due to STMA Headquarters by January 4, 2002. The 2002 Officers and Board Members will be installed at the Annual Meeting which will be held on January 19, 2002, between 12:00 and 1:30 PM in conjunction with the Annual Conference.

Contracts with Adams Business Media were reviewed and approved. SPORTSTURF magazine will continue to be STMA's official publication through December 31, 2003.

The Awards Committee reported that the Field of the Year and Founders Award judging would take place in Minneapolis on November 8, 2001.

The SAFE Scholarship Committee reported that all applicant materials would be forwarded to the judging team for their independent review and a Conference Call would be scheduled in November to compare the individual judge's rankings and make the final selections.

Among other key items discussed at the meeting were details of the 2002 Conference, Marketing Committee recommendations, the STMA Emergency Plan, an Exhibitor Priority Points System and 2003 Exhibitor fees.

The Website Committee staged a live preview of the revised website, solicited Board Member comments and recommendations on it, and received Board approval for the website launch.

The next Board Meeting will be held January 15, 2002, at the Riviera Hotel in Las Vegas, Nevada.



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## - GOLF - Las Vegas Style!

**T**extron Golf & Turf, manufacturer of Jacobsen, Ryan and Cushman products, is once again the proud sponsor of the STMA-Extron Open at the 13th Annual Conference & Exhibition. The tournament will be held on Wednesday, January 16, 2002 at the SilverStone Golf Club, Las Vegas, Nevada.

All of the income from this tournament will go to the SAFE Foundation for scholarships and research grants. STMA Executive Director, Steve Trusty stated, "This is an excellent opportunity for STMA to be able to fund more and larger scholarships and to start funding needed research to provide the best sports surfaces for all levels of play."

Conveniently located minutes from the "Las Vegas Strip," and yet, a world away, SilverStone is nestled in the high desert surrounding of the Sheep Mountain Range.



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The tournament will begin with a shotgun start at 8:00 A.M. on Wednesday. Extron will provide carts, transportation to and from the course, beverages and an Awards luncheon immediately after the tournament in the brand-new 25,000 square-foot clubhouse, overlooking the Sheep Mountain Range.

So, if golf is your "bag," pack your clubs and fill in the information on your registration form located in your conference packet (or available online at [www.sportsturfmanager.com](http://www.sportsturfmanager.com)).

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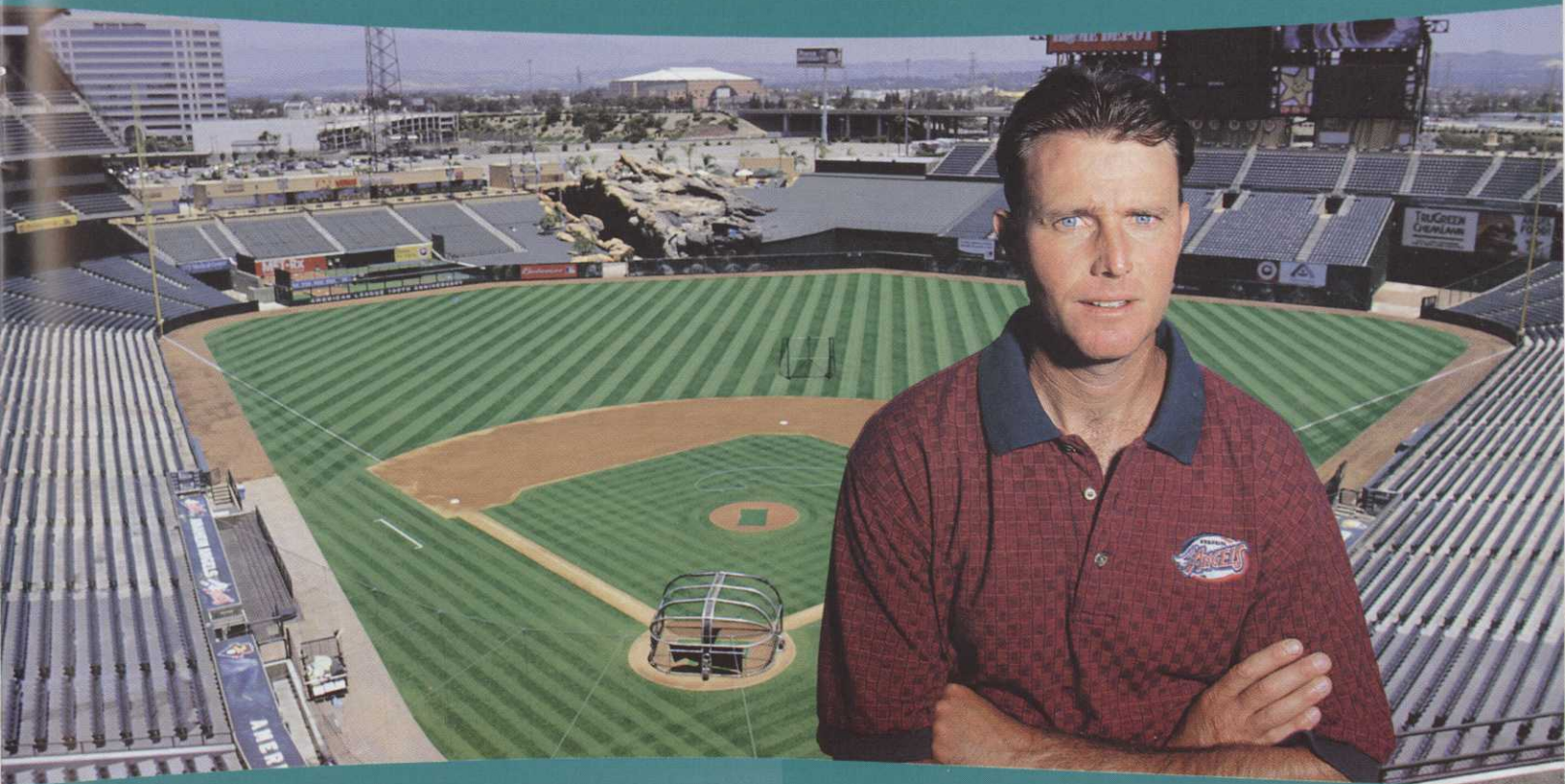
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## Training is a Constant

*continued from page 3*

related associations, such as the STMA Annual Conference & Exhibition, STMA Chapter Meetings and hands-on training sessions.

External training also could include tuition reimbursement to individuals for college courses related to completing an industry-related degree or for specific job-related enhancement. Generally, certain criteria must be met in course performance to qualify for reimbursement.

Internal and external training programs might be offered to everyone in the organization or only to certain departments or personnel.

The constant change of today's world requires on-going training and continuing education programs and the networking interaction with other professionals offered through industry associations.

We must keep up with new developments, not necessarily to try every new technique as it comes out, but to know about and understand advancing technology. No organization has the time or resources to reinvent the wheel. We need to observe the procedures, techniques and policies used in situations similar to our

own and find ways to innovatively adapt them to fit our organization's needs.

People who are interested in doing the best possible job in their current position, who use training and continuing education programs to enhance their skills and keep up with new developments, products and techniques, and apply all this to their job, not only improve the quality of their performance, they improve the quality of the organization.

These people are more likely to feel, act and talk positively about the organization that cares enough about them to provide programs to help them improve.

It becomes self-fulfilling. More efficient, productive employees, with positive attitudes, move up in the organization. They become long-term employees, with long-term goals and a long string of successes. Other individuals interested in a similar career path are attracted by the organization's positive attributes and image - and the cycle repeats - and the organization grows and prospers.



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### It's not too late!

If you haven't already done so, send in your donations for our SAFE Raffle and Live and Silent Auctions. These will be held during the STMA 13th Annual Conference & Exhibition in Las Vegas, Nevada, January 16-20, 2002. Your donations may be fully tax deductible - check with your accountant. Proceeds of the auctions will continue to fund the SAFE Scholarships Program.

We need your help to make the 2002 raffle prize pool and silent auction an even greater success. We will accept almost anything you or your organization has to offer. Donations in the past have included team gear and logo items such as shirts, hats, jackets, autographed baseballs and footballs, and vendor products (mowers, field rakes, chemicals, fertilizer, etc.). Several years ago, Dale Getz, CSFM, offered an autographed section of bleachers from the University of Notre Dame stadium. Be creative - any donation is appreciated.

You can contact Tom Curran at 954/786-4013, Scott Phippen, Village of Lincolnshire (IL), at 847/883-8600 x2102, or, SAFE Headquarters at 800/323-3875. Please send all donations to Jaci Pettie, SAFE Headquarters, 1375 Rolling Hills Loop, Council Bluffs, IA 51503-8552. Of course we'll take donations at the Conference as well.



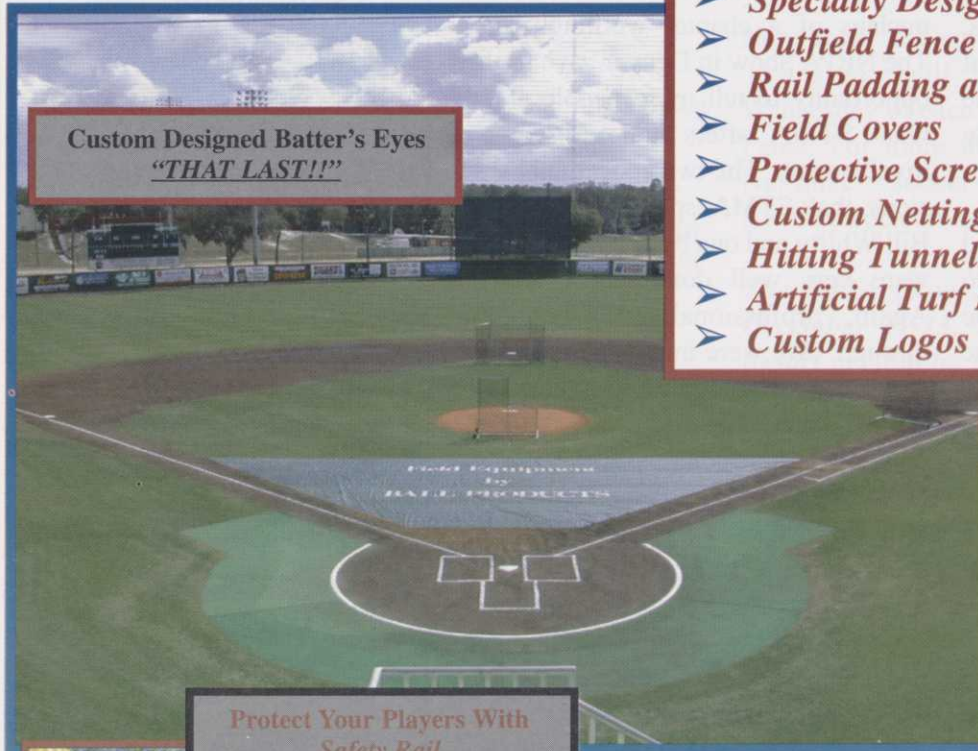
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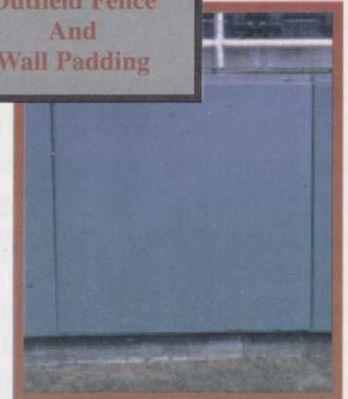
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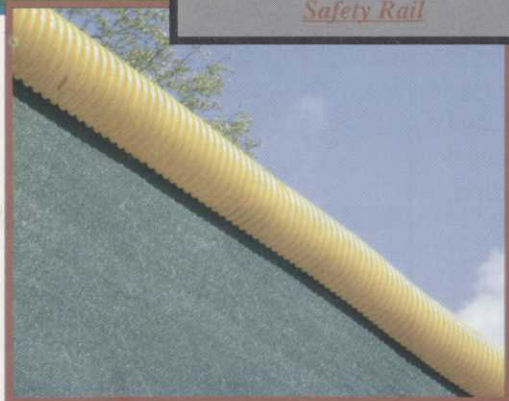
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# Headquarters Report

by Steve Trusty, Executive Director

I hope you have all taken time to follow the last sentence of last issue's column. Much has changed in this world since then. One of the things that I feel has changed for the better, is that people are taking more time to let others know they care. Some people really haven't changed because they were already showing their care for others. Many individuals have now realized that some of their priorities weren't quite right and have realigned them. How about you? What have you changed in your life since September 11?

One thing that hasn't changed for Headquarters is our commitment to help you make STMA the best possible organization it can be. It must serve the members and be organized to assist the members in serving the industry they have chosen. I have consistently seen that those that get the most out of anything are those that put the most into it. If you put all you can in getting closer to God, family and career, in that order, you will enjoy life more and get more out of it. As we are out and about among our members we see so many of them doing such a great job of all three. It is because of the commitment and love for what you do that your Headquarters Staff is committed to doing all we can to help you and your career.

One of the ways that extra commitment can be recognized is through the Awards Program. Your Field of the Year/Founders Awards Committee will be meeting shortly after this column is written to pick this year's recipients. It is going to be a most difficult task as there are many excellent entries. I haven't looked at them all, but of the ones I have seen, every one is worthy of consideration on its own. The Committee will have to make some tough decisions to come up with the best of the best to determine the Award Recipients. This year's Committee members will continue the tradition of

being up to the task of individually and collectively making the right calls.

In other news from Headquarters, the meeting in Wyoming went well. I spoke to another great group of people that really love what they are doing and are looking for ways to do it even better. I believe we have a nucleus of a chapter working there. The NRPA Show in Denver gave us the opportunity to tell more people about what STMA offers and enlist their involvement. The two educational sessions that STMA sponsored, one by Bill Whirly and one by Dr. Tony Koski, were very well done and received. Again, professionalism is coming through. We were inundated with students at the National FFA Convention. We received comments from, "I didn't even know there could be such a job" to "I have been helping on the high school baseball field and I want to do that kind of work the rest of my life." We had many instructors express how glad they were that STMA would be willing to provide them with materials they could use in the classroom. Even if the student doesn't go into sports turf management, they will have a much greater appreciation for what you do.

Your Finance Committee and Board met in mid-October and continued their dedication to the association. Besides reviewing where we've been, they laid the groundwork for the future by approving the budget for next year and many other initiatives to move STMA forward.

"We are on a Roll!" We hope to see you all in Las Vegas. Check out the new website at [www.sportsturfmanager.com](http://www.sportsturfmanager.com) for the most up-to-date information on this great conference.

Until next issue, may you find even more people to touch with your caring attitude.



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## Chapter Events

continued from page 10

### Northern California Chapter of the Sports Turf

#### Managers Association:

For information on the Nor-Cal Chapter, or pending events, call Janet Gift at 530-758-4200.

### Colorado Sports Turf Managers Association:

For information on the Colorado Chapter, or upcoming activities, visit the Chapter's website--www.CSTMA.org--or call the CSTMA Chapter Hotline at 303-346-8954.

### Florida Chapter #1:

For information on the Florida Chapter, or pending activities, call John Mascaro at 954-341-3115.

### Gateway Chapter Sports Turf Managers Association:

For information on the Gateway Chapter, or upcoming events, call Jim Anthony, Saint Louis University, St. Louis, MO, at 314-977-2956.

### Indiana Chapter:

For information on the Indiana Chapter, or pending activities, call Terry Updike, B & B Fertilizer, at 219-356-8424.

### Michigan Sports Turf Managers Association (MiSTMA):

For information on the Chapter or pending events, call Rick Jurries, West Ottawa Public Schools, at 616-738-6974, or go to www.mistma.org to visit the chapter's new website.

### Midwest Chapter STMA:

For information on the Midwest Chapter, or pending activities, call The Chapter Hotline at 847-622-3517.

### Minnesota Chapter STMA:

For information on the Minnesota Chapter, or upcoming events, contact Ron Unger, Director of Parks & Recreation, City of Kasson, at tel. 507-634-4165 or e-mail: ParkNRec@CityofKasson.com.

### MO-KAN Sports Turf Managers Association:

For information on the MO-KAN STMA Chapter, or upcoming events, call Trevor Vance at 816-504-4271; Gary Custis at 816-460-6215; or Jody Gill at 913-239-4121.

### Tennessee Valley Sports Turf Managers Association (TVSTMA):

For information on the TVSTMA Chapter, or upcoming events, call Bill Marbet, Southern Athletic Fields, Inc., at 931-380-0023 or 800-837-8062.

### Virginia Sports Turf Managers Association:

For information on the Virginia Chapter, or upcoming events, contact: Chapter Vice President, Randy Buchanan, County of Henrico Recreation and Parks, via e-mail: buc06@co.henrico.va.us or at tel. 804-261-8213.

## Chapters On The Grow

**Las Vegas:** With the STMA Annual Conference & Exhibition headed for Las Vegas January 16-20, 2002, plans for the formation of a Las Vegas Chapter also are moving forward. For more information on the developing chapter, please contact Rod Smith, Grounds Manager/Cashman Center at e-mail: rms@lvcv.com or at tel. 702-386-7140.

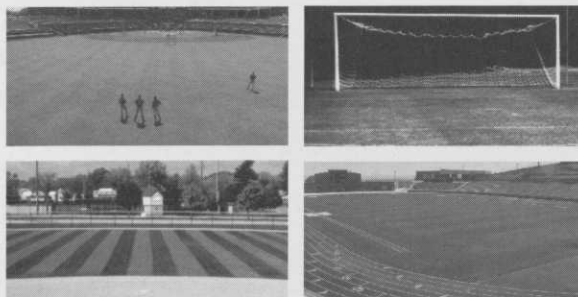
**New York:** A chapter is forming in Central New York. The group will meet at 10:30 a.m. on the third Wednesday of each month at the National Soccer Hall of Fame. For more information, contact Kevin Meredith, National Soccer Hall of Fame, at e-mail: Kevin@wpe.com or at tel. 607-432-2953.

*The NJTA Expo 2001: A Turf Odyssey, will be held December 11-13, at the Trump Taj Mahal Casino-Resort in Atlantic City, NJ. For Registration information, call 732/821-7134 or 856/853-5973.*

*The TPI Midwinter Conference will be held in Orlando, FL, January 29-February 1, 2002. For information contact Kirk Hunter by phone at 847/705-9898 or by e-mail at khunter@TurfGrassSod.org.*

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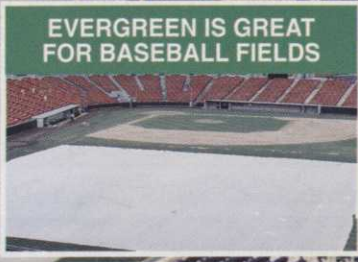
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