

## We're on a Roll!

**S**takes are high and we're ready to roll at the Riviera Hotel & Casino and the Cashman Center, in Las Vegas, January 16-20, 2002

Your STMA Conference Committee has been hard at work to ensure that the 13th Annual Conference & Exhibition will be the biggest and best STMA event yet!

And they aim to do it with such big names as: Gene Smith, Director of Athletics, Arizona State University; John Robinson, Head Football Coach, UNLV; and Dwaine Knight, Head Golf Coach, UNLV. ALL on Thursday morning!

Hired as ASU Director of Athletics in 2000, Smith is no stranger to collegiate athletics or to accomplishing what he sets out to do, having served as athletic director at Iowa State University for seven years prior to coming to ASU.



Cashman Center

In his first year at Arizona State, Smith has definitely made his mark, hiring nationally regarded coaches in football, soccer and wrestling while overseeing each of ASU's 21-sports programs. In addition, he assisted in completing a \$30 million capital campaign, which in part is funding the construction of the Ed & Nadine Carson Student-Athlete Center.

When completed in late 2001 and early 2002, the state-of-the-art facility will give ASU one of the finest student-athletic centers in the country.

Smith is a past president of the National Association of Collegiate Directors of Athletics (NACDA). He oversaw an athletic department transformation during his tenure at Iowa State. In addition, Smith is a member of the Fiesta Bowl Board in Tempe as



Conference Headquarters -  
The Riviera Hotel & Casino

well as a number of Pacific-10 Conference committees. He serves as the vice-president of the Pac-10 Executive Committee, is the chair of the Pac-10 Football Officiating Committee, and is a member of the Pac-10 Selection, Athletics Directors' Revenue Sharing, Rose Bowl Management and Bowl (ad hoc) Committees. Come hear Gene Smith tell you why he's "on a roll!"

Hired as the eighth head football coach for the University of Nevada Las Vegas on December 3, 1998, John Robinson came to town as one of college football's most successful and recognizable figures and brought instant credibility to a program that was staring at a move into the new Mountain West Conference.

Since then, Robinson has produced a program that has led UNLV to win five more games in his first 24 games as coach than in the team's previous four seasons combined. Coach Robinson will share his tips on "Becoming a Winner."

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Lined up to share his views on "Developing a Champion," is two-time National Coach of the Year, Dwaine Knight, UNLV Head Golf Coach. Knight has been the driving force behind the tremendous success of Rebel Golf since his arrival in Las Vegas in the fall of 1987. Under his direction, the Rebels have gone from an unranked program that finished 7th in the Big West in 1988 to a perennial national title contender that was national runner-up in 1996 and national champions in 1998.

Knight has earned the Golf Coaches Association of the Year Award, conference Coach of the Year four times and district Coach of the Year three times. He reached the pinnacle of coaching honors during the summer of 1997 when he was chosen as the United States' captain to the inaugural Palmer Cup.

After lunch we'll roll on into our first set of concurrent sessions. Choose from a Basics Track; with such topics as Blue Print Reading, Basic Drainage Concepts and Game Day Preparation; a Technical Track featuring Surfactants and Water Management and the High Tech Details of Invesco Field at Mile

High; Tricks of the Trade with practical tips on baseball, football and soccer; or a Professional Development Track with Attention to Detail, Personal Professionalism and Safety & Liability.

Then it's onto the Cashman Center for the Grand Opening of the Trade Show. Bigger than ever with another great Reception, this will prove to be a terrific opportunity to mix and mingle with the Exhibitors. The SAFE "Live" Auction also will be held in the adjacent Cashman Theater at the end of the Trade Show.

On Friday morning, we head back to the Cashman Center for breakfast, more wonderful education and networking with exhibitors at the Trade Show.

On Friday afternoon, we have our ever popular workshop sessions with such topics as, Mowing and Patterns, Soils - The Basics, Water Quality, Sports Fields: How They Wear and What You Can Do About It, and Irrigation and Water Auditing, to name just a few.

Friday evening is the Annual Awards Banquet, with presentations of the Field of the Year Awards, Founders Awards and the SAFE Scholarships.

Saturday opens with breakfast and more concurrent sessions with the Basics Track featuring Fertilization, and Field Painting; Technical topics include Growing Turf in Low Light Stadium Conditions and How to Buy Sod; Tricks of the Trade features Handling the "Do Everything" Field and Soccer, Soccer, and More Soccer; and the Professional Development Track covers Meeting the Media and Management on a Limited Budget.

On Saturday, we're bringing back Dr. Bree Hayes for an action-packed interactive session. Saturday afternoon's Round-Table Discussions include: Cool-Season Turf Overseeding, Warm-Season Turf Overseeding, Managing Volunteer Groups, Water Quality, and IPM for Sports Turf, among others.

And, we've got Seminar on Wheels Tours rolling around on both Wednesday and Sunday, as well as the SAFE Golf Tournament or a Floyd Perry Seminar on Wednesday, an Area Sights Tour on Sunday, and Networking, Networking, Networking!

If you haven't already made your plans to attend - do it NOW! You don't want to miss this! Complete Conference packets will be mailed soon. If you need more information now, just give us a call at Headquarters.

We hope to see YOU in Las Vegas!



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was undefeated on grass from  
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not only my home team,  
but my team at home  
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