

STMA Founder George Toma Named NFL Pioneer Award Winner



George Toma

To pro football fans, the induction of the "Magnificent Seven" into the Pro Football Hall of Fame was an historic event. To STMA members, it was that "and then some." George Toma, one of STMA's Founders and Playing Field Consultant for the National Football League, also was honored.

Jim Steeg, Vice-President of Special Events for the NFL, presented Toma with the Daniel F. Reeves Pioneer Award during the first formal event of the Enshrinement Weekend celebration, the August 3rd Mayor's Breakfast.

The Award is named for the late Daniel F. Reeves, former owner of the Los Angeles Rams and a pioneer in the NFL, to "honor an individual whose innovative ideas have contributed to the game of professional football." It has been awarded only four times since 1972.

Hall of Fame announcement notes from the presentation state, "Toma, considered a master at his trade, is sports preeminent groundskeeper. His innovations, expert

care and preservation of pro football's championship fields, including all 35 Super Bowls, has earned him widespread recognition and acclaim. It is a reputation he has earned over a career that spans nearly 60 years."

Toma's first groundskeeping job was at the Class A Eastern League home of the Wilkes-Barre Barons in Pennsylvania. Emil Bossard, the legendary Cleveland Indians groundskeeper, was Toma's first mentor. He served in the Army during the Korean war, then returned to sports turf management, moving through the ranks of several minor league teams. In 1957, he accepted a position with the Kansas City Athletics. When the Athletics moved to Oakland, Toma remained in Kansas City, soon becoming the head groundskeeper for the Kansas City Royals. He was hired in 1963 to provide his expert services for the Kansas City Chiefs. His first direct connection with the NFL came with field preparations for the first Super Bowl. Toma has since demonstrated his field expertise on baseball, football and soccer venues around the world.

In 1981, he lent his expertise to the formation of the STMA. He remains active and has referred a number of members over the years.

Congratulations, George, on a job well done "and then some."



Professional Development: Effective Time Management

Time can be the most difficult aspect of the management program. Unlike other resources at the disposal of the sports turf manager, time is fixed - predetermined and unchanging.

You can add to your staff by selective hiring, by the intelligent integration of interns, or by recruiting and training volunteers. You can improve your efficiency, and that of your staff, through education and training. You can increase your equipment resources through a combination of purchase and leasing programs, through shared purchasing, through short-term rentals, or through borrowing. You can add to natural precipitation by irrigation. You can increase your turf density by overseeding. You can even add to your usable field space by such practices as "creating" a soccer field in the outfield of an existing softball or baseball field.

But you can't increase your time resources. There are 60 seconds in a minute, 60 minutes in an hour, 24 hours in a day, 365 days in a year - no more; no less. The better you manage the time resource the more effi-

cient and effective your overall program will become.

The Big Picture

The first step in managing your program's time resource is determining how much you have to allocate. You can't "spend" all 24 of those hours on work, at least, not most of the time. So determine, realistically, how much of your time and how much of each staff member's time is available to allocate per day, per week, per month and per sport season.

To do this, you can use a calendar and a pen or pencil; develop a simple grid using paper and pencil or *continued on page 14*

NEW Referral Program can earn you STMA Bucks!
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!