

DOC'S DUGOUT - An Inning From Our Past

By Dr. Kent Kurtz - STMA Historian

The Origin of the STMA Logo & Mayo

Development of the First Logo

Many milestones were reached during 1984 that solidified the Association's future and contributed to the success we enjoy today. That was the year STMA became an independent organization and the first newsletter, Sports Turf News, was in the developmental stages. But there was no logo to identify this new group of sports turf managers or their newsletter.

My son, Todd Kurtz, was a high school sophomore at the time and an aspiring artist. He created three mock-up sketches which he presented to Mark Hodnick and me (photos #1,2, & 3) for consideration.



Logo design #1 - by Todd Kurtz

Mark was the landscape supervisor at Cal Poly at the time and we sat in my office at the university and drew several versions of a logo on a sheet of paper from Todd's sketches. We attempted to fit a baseball, football and soccer ball on some grass blades with various versions of the STMA name. We were extremely frustrated so my late wife, Trish, suggested, "go see Mayo."

Mayo was our neighbor who lived down the street from our home and the first STMA office. Mark, Todd, Trish and I went to see Mayo Kooiman for help. Trish, with her ability for graphic layout and font sizes, and Mayo, with her talent in art and organization, came up with the STMA logo in December of 1984. The black and white logo was featured in the first STMA newsletter in January 1985.

The First Colored Logo

In 1986 STMA had a Director by the name of Rowland Lehman who was the vice president of Ransomes, Inc. in Wisconsin. Rowland showed me some coffee cups he had made for his company with green grass blades and the Ransome logo. I liked these cups so much that I asked Rowland for permission to use the grass blades on a coffee cup along with the STMA logo. Permission was granted and with Mayo's help the colored logo we use today was inscribed on the coffee cups along

with the message, "we do it on grass." Some of those cups are still around today.

Who is this Mayo Kooiman?

People who do special things for others need to be recognized and honored

while they are still with us. Hence, the timeliness of this article as Mayo Kooiman has terminal cancer and is presently in Hospice. Recently she shared her life with me and fondly recalled the baptism of the STMA logo and how she acquired her passion for art.

Mayo Kooiman (Trenholm) is one of 5 children born to Louise Mayo in 1930. She is the granddaughter of Dr. Charles Mayo (1865-1939) a surgeon who started the Mayo Clinic in Rochester, Minnesota, along with his brother, Dr. William Mayo. Mayo is but one of 22 grandchildren that Dr. Charles Mayo enjoyed during his lifetime.

When a tornado hit Rochester in 1883, the Sisters of St. Francis, a teaching order, were recruited by the Mayo brothers as nurses to care for the injured and dead. Mayo's grandmother, Edith Graham Mayo, trained all of the nuns in surgical procedures. This brilliant move led to the establishment, in 1889, of the first hospital in southeastern Minnesota, St. Mary's Hospital, a 27-bed facility. Today, St. Mary's is the largest hospital in the world.

When the nuns retired from nursing they spent their remaining days at a retirement center at Lake Frontenac near the head-waters of the Mississippi River not far from Lake City, Minnesota. It was at this retirement center that Mayo Kooiman spent three weeks each summer from the age of 5 until

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Logo design #2 - by Todd Kurtz



Logo design #3 - by Todd Kurtz

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Logo design #4 -
by Mayo Kooiman

she was 10 years old. Here the elderly nuns taught Mayo how to draw birds, squirrels, people, flowers, etc. and it was from these meager beginnings that she acquired her artistic talent and her love and passion for art.

Mayo came from a family of artists, her great grandmother, grandmother and mother were all artists. Her mother, Louise Mayo, was her greatest mentor. Ironically, her mother was proficient in sculpture, but could not draw.

To refine and polish her artistic talent, Mayo Kooiman attended Bard College at Annandale on Hudson, New York, from 1947-1951. She further increased her art education

at the University of Wisconsin (Madison), University of Minnesota (St. Paul), the New York Art League and at Chaffey College in southern California. She has specialized in graphics and painting and has worked many years as a needlepoint designer and muralist. She shared with me that she loves doing graphics as it offers her creativity.



Mayo Kooiman

She immensely enjoyed creating the STMA logo with the "leafy grasses" and working with Trish Kurtz to produce the first STMA newsletters. She thanks STMA for allowing her to be creative and she is so proud of STMA for growing from the frugal membership of 60 members in 1984 to well over 2,000 in 2002. She loves people and is glad to give back to people her artistic knowledge and talent. Mayo is quite a lady and STMA is very proud to have her in its family of friends. She loves STMA.

If you would like to write Mayo a note of thanks for her great effort she can be reached at:

Mayo Kooiman
1112 North Euclid Avenue
Ontario, Ca. 91762

But please do it soon!



Color Logo design -
by Mayo Kooiman

Editor's Note: In order to be grammatically correct, the apostrophe was deleted from the logo - leaving it as you see it today.

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