

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association

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Conference Chair's Message

by Mike Trigg, CSFM; Conference Committee Chair

First, thanks go to STMA President Bob Campbell for giving me the opportunity to "take his space" in this issue of the Newsletter. There is so much great information I want to share with you as Chair of the 2004 Conference Committee that we both felt this was the best forum to do so.

The dates are January 21 to 25 in San Diego at the Town and Country Resort & Convention Center. The Board had the opportunity to hold our Board Meeting at this site this past April so we could see the meeting rooms and trade show area set up for another Conference. It's going to be great! You can take your own "virtual tour" of the Town and Country via a link on the STMA website.

We've had great input from all of the Conference Education Subcommittee, with special thanks going to the Chair, Dr. John Sorochan of the University of Tennessee. The educational program is packed with the information you want and need. We know that's true because we poured over your evaluations of previous STMA Conferences and reviewed all of the suggestions you offered. Though we can't fit everything into the timeframe allowed, please know we sure did try!

The kick off general session on Thursday morning will include a trio of presenters from "across the pond" to bring you up to speed on the latest sports turf developments in Great Britain. They'll be joined by Paul Caligiuri, Head Men's and Women's Soccer Coach for Cal Poly Pomona, for some input from this side of the pond. Caligiuri is a former member of the Los Angeles Galaxy and a veteran of the U. S. National Team.

The afternoon breakout sessions provide dynamite choices with four top speakers in each of four "Tracks." "Managing for Dollars" focuses on developing systems for making each dollar count while achieving the best possible results. "Turfgrass Soils" goes below the surface to where the building blocks of a great playing field begin. "Getting to the Dirt of Baseball" concentrates on infield dirt - from selection to grooming. The "Synthetic

Turf Management" track focuses on the questions and answers surrounding installation and management issues.

Friday is Workshop Day.

With ten options of two-hour in-depth sessions to choose from both morning and afternoon there's sure to be a workshop to address your specific needs.

Saturday brings everyone together for a strategy-filled general session to help you unlock your personal and professional potential to more effectively "Market Yourself as an STMA Professional." That leads to more breakout sessions with dynamite choices in each of four "Tracks." You can focus on: "Media and Public Relations" to sharpen your skills in getting your points across to your target audience, no matter what the situation, "Electronic Turf" with ideas for getting the most from the internet, "High Profile Stadium Management" with tips on top performance in the spotlight, or tap into the always popular "Tricks of the Trade" sessions. The afternoon wraps up with the interactive Round-Table discussions where your turf team joins in the idea and information exchange - a networking bonanza for all.

And that's just a brief overview of the educational sessions!

The Chapter Officer Training and Idea Exchange Session is a pre-Conference interactive forum on Tuesday afternoon. There are three optional events on Wednesday followed by the Wednesday afternoon "Jam Sessions" to focus on facility-specific issues - and connect with your peers. Then comes the poolside opening reception on Wednesday night, the awesome Friday night Awards Banquet - and the great Trade Show Thursday and Friday - all at one super site - The Town and Country Resort & Exhibition Center.

So bring your team for the best California Teamin' you can imagine. See you there!



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