

UPDATE



September/October, 2007 • Vol. 7, No. 5
e-mail: hq@sfmanj.org • www.sfmanj.org

CONVINCING YOUR EMPLOYER TO SEND YOU TO EXPO 2007

Brad Park

(Editor's Note: This article was adapted from materials provided by Sports Turf Managers Association)

It's time to begin planning your trip to Expo 2007. The New Jersey Turf & Landscape Conference and Expo 2007 will be held at the Trump Taj Mahal in Atlantic City, NJ on December 4-6, 2007. How can you convince your employer to send you?

Continuing education and industry connections are crucial to your success and the success of your sports fields. Here are some suggestions to help your employer understand how your attendance at Expo 2007 can add value to the overall operation of your facility.

EDUCATE YOURSELF ON THE CONFERENCE AND EXHIBITION

- Provide an overview of the size and scope of Expo 2007. It may be helpful to give your employer a copy of the brochure. This edition of *SFMANJ Update* provides the Sports Field Managers Program for Expo 2007.
- Pinpoint specific sessions you plan to attend, and tie their relevance to your sports facility. As part of the Sports Field Managers Program, presentations on management of high traffic fields and synthetic in-fill system selection and management are part of the 2007 program.
- Highlight the trade show and cite suppliers and equipment manufacturers you plan to meet.
- Discuss the networking opportunities you will have with peers who share challenges similar to the ones you have.
- Note that NJ DEP pesticide recertification credits will be available.
- Explain how innovations in products, new research, and cutting edge management techniques continually change, and why it is important to stay abreast of those changes.
- Reinforce how the success of your sports fields ultimately depends upon the continued professional development of you and your staff.

KNOW THE COST

- Make a case for efficient and effective use of your facility's training dollars. By attending Expo 2007, you will be exposed to the most relevant education and technology in one place, making it the most effective use of training dollars.
- Research travel times and hotel costs. While Atlantic City is feasible day trip from almost anywhere in New Jersey, the New Jersey Turfgrass Association does its part to negotiate reasonable room rates at the Trump Taj Mahal to make staying a night reasonable. Expo 2007 will feature online registration at www.njturfgrass.org

HAVE AN ACTION PLAN

- Develop a plan for how operations will continue in your absence. Make sure you are accessible by phone or by page to address any concerns that might arise in your absence.
- Consider preparing and presenting a report on the information you learned and how you plan to put it into practice at your facility.
- Demonstrate how you will share the technical information learned with your staff for their continuing educational development.

Brad Park is Sports Turf Res. and Ed. Coord., Rutgers Univ.; SFMANJ Board Member; and Editor, SFMANJ Update



Turfgrasses in the Mist. In the early morning hours of August 1, 2007, the Rutgers Adelpia Research Farm awaits equipment, vendors, and attendees to arrive for the 2007 Rutgers Lawn, Landscape, and Sports Turf Field Day.



Scott Bills, Northern Nurseries, describes his products during the trade show at the Field Day held at Adelpia in 2007.