

UPDATE Sports Field Managers Association of New Jersey

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EXPO 2012:

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by 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 2012. The New Jersey Green Expo Turf & Landscape Conference will be held at the Trump Taj Mahal in Atlantic City, NJ on December 4-6, 2012. 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 2012 can add value to the overall operation of your facility.

Educate yourself on the Conference and Exhibition

Provide your employer an overview of the size and scope of Expo 2012 and a copy of the education agenda. This edition of SFMANJ Update provides the Sports Field Managers Program for Expo 2012.

Pinpoint specific sessions you plan to attend, and tie their relevance to your sports facility. As part of the Sports Field Managers Program in 2012, the entire Tuesday, December 4 afternoon session is focused on School IPM. It is anticipated that tough-to-acquire New Jersey DEP Category 13 credits will be awarded for attendance at this session.

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.

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 2012, 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 2012 will feature online registration at www.njturfgrass.org

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SFMANJ-sponsored vendor demonstrations generated significant attendee interest at the annual Rutgers Lawn, Landscape, and Sports Turf Field Day at the Rutgers Adelphia Research Farm on August 1, 2012.