

EXPO 2006 PHOTO RECAP



Dr. A.J. Powell, University of Kentucky, spoke at Expo 2006 as part of the Sports Field Managers Program. His talks focused on cost comparisons between natural and synthetic turf fields and managing sports fields on native soils.



Identification and control of turfgrass diseases that affect sports fields was the topic of Rich Buckley's presentation at Expo 2006. One of the most popular speakers at green industry conferences in New Jersey and the Mid-Atlantic, Rich is the Coordinator of the Rutgers Plant Diagnostic Laboratory.



A panel was developed as part of the Expo 2006 Sports Field Managers program to explore the NJ School IPM law. Rich Watson (l), Pine Hill Schools and George Van Haasteren (r), Dwight-Englewood School participated in the panel and provided insight on how they implement the School IPM law at their facilities.



The Garden State never looked better – A display depicting the State of New Jersey was donated to SFMANJ by Dr. Henry Indyk and has been used by the Association at various trade shows and events.

How to *Write* Like a Pro

Sports Turf Managers Association (STMA) Editorial Staff*

O.K., so you don't like to write and you didn't go to turf school to focus on writing. However, good written communication skills are critical to your job success. Being able to communicate well in writing can help you in a myriad of ways. A well-written memo can persuade your employer to authorize budget dollars for products, equipment, personnel and training. Or, an e-mail that confirms your understanding of a discussion with a coach or athletic director can make the difference between success and failure.

Effective written communication in the workplace will position you as a professional to your peers, your employer and your staff. To extend that recognition to a broader audience, consider writing articles for your chapter newsletter, regional turf publication or the STMA SPORTSTURF Magazine. You have excellent experiences to share about your work and help others learn. Use these five easy tips to help you put together the right message for strong writing.

5 TIPS TO WRITE IT RIGHT

- 1) Use the three "S" structure. Keep your sentences Simple, Short and Succinct. Shorter sentences are easier to read and understand.
- 2) Use "Active" voice rather than passive. **Better** - Ex: Our field management program uses IPM to provide healthy turf and safe playing conditions. **Not as good** : Ex: IPM was used as a management program to provide healthy turf and safe playing conditions.

- 3) When possible, use "Action" verbs, which communicate authority, a solution orientation, and allow you to highlight accomplishments. **40 verbs for stronger writing include** : Accomplish, Achieve, Advise, Analyze, Complete, Control, Create, Conduct, Design, Develop, Direct, Evaluate, Execute, Facilitate, Generate, Identify, Implement, Improve, Increase, Innovate, Introduce, Launch, Manage, Monitor, Negotiate, Organized, Overhaul, Plan, Prepare, Prioritize, Recommend, Research, Resolve, Restructure, Specify, Streamline, Strengthen, Supervise, Train, Upgrade.
- 4) Write down the three specific messages you want to communicate through your writing at the top of your document. Three is a magic number. People can remember and comprehend messages and ideas in groups of three. Make certain that each sentence you write supports one of the messages, and that you are not including miscellaneous, non essential information. Be sure to delete your outline before you send your document.
- 5) Set your memo, article or other written communication aside for at least an hour — a day if possible. Go back and reread it to catch errors in spelling and grammar and rework weak sentences.

* Sports Turf Managers Association, Lawrence, KS



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DID YOU KNOW?

Turfgrass is a major land cover in New Jersey, accounting for 880,542 acres and making-up 18% of the State's total land area.

*-NJ Turfgrass Industry
Economic Survey*



The entrance to Edward A. Grekoski Park, South River, NJ, site of the SFMANJ 2006 Field of the Year, was well manicured.

Calendar of Events 2007

Three-Day Athletic Field Construction and Maintenance

February 27 - March 1, 2007

Rutgers University -

Office of Continuing Professional Education
Cook College, New Brunswick, NJ

732-932-9271

www.cookce.rutgers.edu

Understanding Synthetic Fields

March 7, 2007

Rutgers University -

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Cook College, New Brunswick, NJ

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Baseball/Solftball Infield Skin Construction and Management

March 14, 2007

Rutgers University -

Office of Continuing Professional Education
Rutgers Snyder Research &
Extension Farm, Pittstown, NJ

732-932-9271 bb

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SFMANJ Annual Spring Field Days

April 12, 2007

South River, NJ - Rutgers Hort. Farm II

908-730-7770

www.sfmanj.org

Rutgers Lawn, Landscape, and Sports Turf Field Day

SFMANJ Equipment Demos back for 2007

August 1, 2007

NJ Turfgrass Assoc., SFMANJ,

Rutgers University

908-730-7770

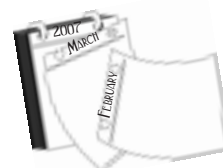
NJ Turf & Landscape Conference and Expo 2007

December 4-6, 2007

Trump Taj Mahal Casino-Resort

Atlantic City, NJ

www.njturfgrass.org



An Overview of the CSFM Program

Don Savard, CSFM, CGM*

The Certified Sports Field Manager (CSFM) Program is a credentialing program developed and sponsored by Sports Turf Managers Association (STMA). The purpose of the program is to recognize the professionalism, knowledge and experience of the sports field managers who have qualified and met the rigorous standards. The process begins by contacting the STMA Headquarters and requesting a CSFM Packet. The packet contains all of the information about the program as well as an application. Candidates qualify for the program by first quantifying their education and their experience. The view of STMA is that a combination of education and experience are necessary to be the best possible athletic field manager. It recognizes that the sports turf industry is very diverse and that experience as a sports field manager must play a major role. It is possible to become certified with only a high school education if you have enough experience in sports field management. You cannot become a CSFM by education alone.

Once it has been determined that you are qualified, you then prepare for the written examination. The exam consists of 300 multiple choice questions in a multiple choice format, and covers four major areas of sports field management:

1. Agronomics - both cool and warm season turfgrasses
2. Pest Management – IPM, cultural and pesticides

3. Administration - budgets, people skills, first aid
4. Sports Specific Field Management –maintenance, playability and aesthetics (but NO field dimensions!)

I really must warn you; this test is not for amateurs! The CSFM packet contains a 20 page booklet describing all of the knowledge and competencies needed to pass the exam. The packet also suggests a reading list of books and articles that will be helpful in preparing for the test.

My impression of the test was that it was very fair. The questions were about real life problems and situations. By passing this test, it means that you have a broad working knowledge of sports field management that could get you in the door, anywhere in the country.

There is something special about becoming a CSFM. It demonstrates a commitment to excellence, acknowledged accountability, and increased professionalism. Certified Sports Field Managers are committed to field safety and dedicated to cost effective facility management. It is a valuable learning experience, and can open doors for future opportunities and earnings potential.

(continued on page 16)



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DID YOU KNOW?

Institutional (athletic fields, golf courses, school, etc.) purchases accounted for 18% of sod sales by New Jersey sod growers in 2001; whereas 51% of sod sales were to landscape contractors.

*-NJ Turfgrass Industry
Economic Survey*

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Don Savard, CSFM, CGM*

(continued from page 14)

Presently, there are 70 people who wear the designation of Certified Sports Field Manager. We invite you to take up the challenge. Do it for yourself. Join our ranks, and help us take our profession to greater heights.

CSFM Requirements

A total of 40 combined education and experience points are required to take the certification examination.

Program	Points
Turf Related Associates Degree	8
Non-Turf Associates Degree	2
Turf Related Bachelors Degree	16
Non-Turf Bachelors Degree	8
Turf Related Advanced	24

NOTE: Education points are not cumulative. Experience points are per year for each activity you have served. No more than 50% of total experience points can be earned on a golf course.

Activity	Points
Sports Turf Crew	1.0
Sports Turf Supervisor	3.0
Sports Turf Manager	6.0
Golf Course Assistant Superintendent	1.5
Golf Course Superintendent	3.0

**Don Savard is a Certified Sports Field Manager (CSFM) and Certified Grounds Manager (CGM); Director, Athletic Facilities and Grounds, Salesianum School; and a member of the SFMANJ Board of Directors*

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-NJ Turfgrass Industry Economic Survey

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*-NJ Turfgrass Industry
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