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Welcome New & Renewed SFMANJ Members

Currently we have 287 new & renewed members. In December 2008, SFMANJ mailed invoices for 2009 membership dues to all current members. If you did not receive an invoice, please contact us at 856-514-3179 or download the membership form available at www.sfmanj.org. Mail membership dues direct to SFMANJ, PO Box 205, Pennsville, NJ 08070.

Robert Autorino	Paramus Board of Education
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Richard B. Cooke	The Pingry School
Brian Gjelsvik	Seeton Turf
Kevin Grundlock	Turf Trade
Gary Iulg	Cumberland Regional HS
Mike Linkewich	Seeton Turf
David Los	Student

Annual KAFMO Cup Golf Outing



Members of the SFMANJ Board of Directors travelled to Pennsylvania in October 2009 to play in the Keystone Athletic Field Managers' (KAFMO) annual KAFMO Cup golf outing. KAFMO is the Pennsylvania Chapter of Sports Turf Managers Association (STMA). (l-r) Scott Bills, Northern Nurseries, SFMANJ Secretary; Brad Park, Rutgers University, Editor, SFMANJ Update Newsletter; Sean Connell, Georgia Golf Construction; Craig Tolley, County College of Morris, SFMANJ Past-President.

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2009 SFMANJ Board of Directors

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MISSION STATEMENT:

Committed to enhancing the professionalism of athletic field managers by improving the safety, playability and appearance of athletic fields at all levels through seminars, field days, publications and networking with those in the sports turf industry.

Contact us at:

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National Organization

Sports Turf Managers Association

www.stma.org

Email: stmainfo@stma.org

Phone: 800-323-3875

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This newsletter is the official quarterly publication of the Sports Field Managers Association of New Jersey.

For information regarding this newsletter, contact:

SFMANJ at (856) 514-3179 or Brad Park at (732) 932-9711, x127

Editor: Brad Park, Rutgers University Email: park@aesop.rutgers.edu

SFMANJ does not necessarily support the opinions of those reflected in the following articles.

Student Scholarship



Rutgers undergraduate student and SFMANJ Student Member, Will Reardon (left) is presented with a SFMANJ-sponsored student scholarship by SFMANJ President Don Savard, CSFM, CGM (right) at the Rutgers Turfgrass Awards banquet on November 7, 2009.

SFMANJ Annual Membership Registration Form

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A Recap of SFMANJ Fall Field Day 2009

Continued from page 1

demo the laser field marker themselves. Attendees seemed amazed at the ease of use of the machine and the quality of the field markings it produced. The microphone was then passed-on to Aer-Core and Dryject. Both companies showcased their equipment (Dryject: the Dryject machine; Aer-Core: drill-and-fill machine) that can be used to add necessary soil amendments to turf fields in order to improve drainage and aeration problems. Attendees then watched collaborative demonstrations from The Viersma Companies and Wilfred McDonald. The demo began with an overview of the Thatchmaster which quickly and effectively removed thatch and debris from the soil and brought it to the turf surface. Ready for collection, Wilfred McDonald fired up its Smithco Sweepstar 60 Turf Sweeper and quickly collected any debris left on the turf.

After the conclusion of the demonstrations, all of the attendees gathered for an informal, yet informative talk with Tom Torpey and Virgil Caputo who are turf and grounds managers in Monroe Township. Tom and Virgil shared some of the many challenges and obstacles faced by their grounds crew throughout the year and offered some tips for success. Attendees were able to interact with each other and ask Tom and Virgil questions. All parties seemed to benefit greatly from the discussion. The discussion continued after a short trip down the road to Monroe's softball complex and the 2008 field of the year. Once the attendees arrived and gathered on the field of the year, Tom gave everyone an overview of the maintenance program that his crew uses to achieve an award winning softball field. Once again, Tom shared with his audience the challenges faced by his crew and answered any questions that were raised.

After a quick lunch at the softball complex, tradeshow equipment demonstrations continued. Vendors such as Storr Tractor Company and Wilfred McDonald showcased the newest infield grooming and core aeration equipment. Also, Mike Viersma of The Viersma Companies demonstrated a large capacity topdresser by quickly spreading compost on the outfield of one of the softball fields. At the conclusion of the equipment demonstrations, attendees had the opportunity to ask questions and look over the equipment displays.

The SFMANJ Fall Field Day was wrapped-up with an opportunity for those needing pesticide Core credits. Brad Park, Sports Turf Research & Education Coordinator, Rutgers University, provided an IPM talk about Basic Pesticide Calculations. The talk covered concepts such as pesticide formulations, product mixture preparations, acreage calculations,

and much more. The pesticide talk peaked the interest of all who attended as many follow-up questions were asked stimulating further discussion.

All together, the SFMANJ Fall Field Day proved to be a great success. Attendees had opportunities to see some of the newest quality turf maintenance equipment, network with their peers in the turfgrass industry and come away with some excellent educational resources. Monroe Township proved to be a prime location for a fall field day. The 2008 Field of the Year at the softball complex was showcased perfectly by its hosts. Tom Torpey and his highly motivated, professional crew of sports field managers provided all in attendance with inspiration and insight for success.

Matt Olivi is Sports Turf Manager, Piscataway Board of Education; and a member of the SFMANJ Board of Directors

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The Sports Turf Manager as a Crisis Communicator

By Sports Turf Managers Association (STMA) Editorial Staff

Perhaps you will never be faced with responding to a crisis. But, if you ever have an athlete get injured during play, an employee who gets hurt on the job, a disgruntled employee, a weather related disaster, or an environmental incident, you just might find yourself in the spotlight and under scrutiny.

As a manager of people, you may have to deal with an employee's death or illness, a sudden change in top management, or employee issues of sexual harassment. Each one of these can constitute a crisis. You must be prepared for that decisive moment when your response can lead the crisis to better or to worse. An initial negative perception is nearly impossible to reverse.

Crisis Communication Response Tips

- Respond within 24 hours.
- Don't point fingers.
- Always be available to the media.
- Be visible and on-site.
- Tell the absolute truth.
- Never say "no comment."

You are judged within the first 30 seconds of speaking if you and the information you are providing is trusted. Appearing empathetic and caring are the most important characteristics you can exhibit to show "trustworthiness". Your audience will also assess your competence, your honesty and your commitment. Your goal as a communicator is to demonstrate these attributes.

It is important to recognize that the media is usually more interested in covering opposing viewpoints and that bad news and conflict are more newsworthy. Most reporters are working under a tight deadline, have limited scientific and technical knowledge and can be a bit cynical. When preparing to talk with the media, address the principal underlying concern of the audience/questioner/listener keeping your responses short and concise.

In many crisis situations it is important to bring in a third party and to tell the media who you have contacted.

Crisis Communication Interviews

- Take control early by educating the reporter and correcting misunderstandings.
- Clarify the questions.
- Prepare two to three main messages.
- Give facts: who, what, when, where, but don't give how and why.
- Express your concern. Safety is always the top priority.
- Avoid jargon and do not use humor.
- Frame your answers in the positive.
- Tell how fast you responded, how much has been done and what you will do about it in the future.
- Thank or give appreciation to any assistance.
- Avoid words with negative connotations such as lethal, risky, deaths, maimed, toxic.
- Do not repeat the "charges" or any negatives words, such as no, not, never.
- Be conscious of your body language. Do not place your hands in a "fig leaf" in front or in back of you, but keep your hands/palms open and above the waist. Avoid touching your face, clasp or clenching your hands and pointing your fingers.

Remember these phrases.

You want to give a sense of more to come, which will help to establish your trustworthiness.

- "What I can tell you is ..."
- "So far, what we know is ..."
- "So far, what we have done is ..."
- "What we are planning to do next is ..."
- "We will be able to tell you more when ..."
- "I'll be glad to talk with you again after we conduct ..."

Source: Susan Santos, Ph.D., FOCUS GROUP, Medford, MA

Continued on page 17

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Question and Answer with Rutgers University

By Dr. James Murphy and Brad Park

Q: In the spring I manage fields used for baseball and lacrosse; field hockey and soccer in the fall. I have been under the impression that "quick dry" is an agent that should only be used on clay surfaces. I've been told that it is not good to use this product on turf because it renders the soil difficult to germinate new grass. The field hockey program practices and plays games in the outfield of the varsity baseball field. After a week of practices, the grass in front of the goal areas is reduced to dirt. I am reluctant to put "quick dry" in those areas when it rains for the aforementioned reason. Is my information on the use of "quick dry" products wrong?

A: You are correct to be cautious about applying "quick dry" products on turf areas. Extensive use of some quick dry products will eventually "seal" the soil in these areas ultimately making the problem worse. Moreover, you should include seed in any topdressing of these areas with drying agents, otherwise the bare areas will not fill-in (recover) with grass. I recommend that you apply (broadcast) 2 pounds of perennial ryegrass seed per goalmouth per week through the remainder of the season. You should observe some emergence within 10-14 days (possibly earlier) after a good rain or irrigation. Emerging plants will get trampled but it is a numbers issue - the more seed you apply the greater the chance some plants will survive and

ultimately fill-in the worn out areas. We see a number of facilities that are highly successful with this type of regular overseeding.

There are 2 types of granular materials that would be acceptable to apply to these goalmouths and function to "dry" these areas without adversely affecting soil properties: (1) sand or (2) high-temperature, kiln-fired, clay or diatomaceous earth products. Sand will be the least expensive option but will not "soak-up" as much water as the kiln-fired products. If you choose to use sand, order a medium-coarse or medium sand (size); do not use concrete or mason sands.

The kiln-fired products need to be fired at very high temperatures so that the granules will not slake (breakdown) and form a sticky, clayey mess over time. These granular products are very hard and are roughly sand sized (depending on product and size grade); thus, these materials will behave much like sand except that these materials will soak up more water than sand. The hardness of the granules prevents slaking (breakdown) allowing these materials to work into the soil much like sand and provide similar benefits over time - a coarser and less muddy surface.

If cost is problem, you could consider blending sand with kiln-fired-granular product.

Continued on page 18

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As many of you know, the turfgrass industry lost a dear friend and colleague in September 2005. We will all miss Henry very much and would like to insure that his legacy lives on. The Indyk family would like to establish a memorial fellowship to support graduate students interested in applied turfgrass science. This fellowship is being created to help assure that tomorrow's graduate students have the financial resources to get an advanced degree in turfgrass science at Rutgers University. To fund a full graduate assistantship each year in Henry's name, we will need to raise a total of \$400,000. Your generous support at this time will bring us closer to reaching this goal.

To make a tax-deductible contribution today, please send a check payable to the Rutgers University Foundation, 7 College Avenue, New Brunswick, NJ 08901. Be sure to indicate "Indyk Fellowship, Turfgrass" in the memo portion of your check. If you desire, you may provide a donation in the form of a pledge payable over several years.

For information on other ways to support this fellowship, please contact

Dr. Bruce B. Clarke, Director – Rutgers Center for Turfgrass Science
 (732) 932-9400, ext. 331; or clarke@aesop.rutgers.edu or

John Pearson, Director of Leadership Gifts at the Foundation, by calling
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SFMANJ's Fall Field Day

September 23, 2009, Monroe Township, NJ

By Brad Park

