

by Ron Hall, associate editor

Selling ma and pa first

Selling life insurance used to be a matter of easing ma and pa behind a pot of steaming black coffee at the kitchen table, and laying it on the line.



'Yes, it's going to cost, but you can't afford not to.'

And that's the way better turf athletic fields are going to be sold—nose to nose with mom and dad.

Says Tom Turner, an extension turfgrass specialist in Maryland, "we're going to have to create the demand for good fields." He outlines three steps in the process:

1. Educating parents, school boards, and administrators on the desirability and advantages of well maintained fields.
2. Convincing these same groups funds are needed.
3. Educating those directly responsible for and involved in the maintenance of athletic fields on the recommended practices for their location and use.

"At the moment, the first step is the most critical," says Turner. "Those using the fields, parents of children using fields, and those in positions of responsibility who can see that funds are made available, need to be reached and educated on the advantages of quality athletic fields."

In stumping for better turf ball fields we can drone on about decreased soil erosion (yawn) or improved aesthetic appeal (ho hum), but we're not going to put a charge into mom and dad until we get them thinking about junior and sis. That means talking kids and safety.

Thanks to recently released research by a group of Penn State University educators we can back up what we've hinted at for so long: there is a connection between field conditions and injuries.

The study, involving 12 high school football teams, began in 1981 when researchers assessed conditions on practice and game fields and matched them with injury data submitted by team trainers. Of all injuries reported, 21 percent were classified as either definitely or possibly field related. About 41 percent of knee injuries and 47 percent of ankle/foot injuries were (or could have been) linked to field conditions.

We should make use of the efforts of Penn State's Jack Harper, Chauncey Morehouse, Donald Waddington, and William Buckley.

Considering the number of athletic fields (6,000 in Maryland alone), previous research linking field conditions to injuries has been sparse, almost non-existent.

"This type of information needs to reach parents, administrators, and field managers," says Maryland's Turner.

Sports turf managers would do well to get themselves a pot of steaming coffee and gather some folks around a table.

A successful "sell" could give a community or school a more attractive—and safer—ball field.

states sponsored by Lesco, Inc. in the first quarter of 1985.

The seminars, a series of 18 held in conjunction with Stauffer Chemical Co., 10 held with Monsanto and three held with 3M, were designed to educate turf professionals in product use, solutions to spring problems, research and product development.

Gene Probasco, Lesco vice president who coordinated the Lesco/



Stauffer seminars said, "The tremendous attendance at these meetings indicates the eagerness of the turf manager to keep up-to-date on recent developments and to increase his knowledge of products and strategies."

(To request a speaker for turfgrass or horticultural meetings, program chairpersons are invited to contact Lesco, 20005 Lake Road, Rocky River, OH 44116.)

PEOPLE

Names in the news

Cynthia E. Wilson knows the Washington D.C. scene, a plus in her new post with the **American Society of Landscape Architects**. Her credentials include a stint with the Interior Department, staff assistant to former first lady, Mrs. Lyndon B. Johnson, and legislative liaison with the Audubon Society. She serves the ASLA as coordinator of government affairs.

Theresa L. Pesapane, president of **Interior Plantscape Association** says **Alfred Emsig** and **B.M. Veldkamp III** join the IPA as directors. Emsig, Bough Haus, Inc., Medway, MA, takes over in the New England region and Veldkamp, **Plantscaping by Veldkamps**, Lakewood, CO, is director of the West and Northwest.

In related news, **Forrest T. Mullins**, Washington, D.C., recently began day-to-day administration of IPA programs as associate executive director. He will also manage the IPA annual meeting and trade show set for Oct. 15-19 at the Rivergate Convention Center, New Orleans.