

Field managers need bigger budgets, says STMA's Trusty

The athletic turf industry is operating at a time of intense public demand for quality sports facilities.

Now if only public demand would be matched by adequate funding.

As new executive director of the Sports Turf Managers Association, Steve Trusty wants to change the perception that an athletic field manager can come up with pro-quality results on bush league budgets.

"Some of the people that see the professional fields on TV expect their own high school or parks and recreation fields to look the same way," observes Trusty, "but, in many cases, they don't want to provide any funds to do that with."

"One of the things we want to do is help educate not only the sports turf managers around the country but the people they have to depend on for the funds to do the job they could do if they had some budgets to work with."

Trusty's concern for STMA includes plans to establish a fraternity of sorts with professional baseball, as a way to gain further support and exposure for the profession.

He plans to attend the National Association of Baseball Leagues' winter meetings, "to meet with league presidents to form some type of alliance of

sports turf managers responsible for A, AA and AAA fields."

The association also plans to exhibit at the Golf Course Superintendents Association of America conference and trade show in February.

Trusty says he expects to see "tremendous" growth from the association over the next couple of years.

"We feel STMA has barely scratched the surface in membership potential."

"We're very interested in providing the proper message to the sports turf industry, and the sports turf managers, but also working on helping make the public more aware of the Sports Turf Managers Association."

New STMA chapters are being established in Minnesota, Kansas City, Oregon, Northern California, Pennsylvania, Arizona and Central Florida. Existing chapters are located in Indiana, Illinois, Iowa, Colorado, Southern California and Southern Florida.

The STMA annual conference will be held in Anaheim, Calif. Jan. 24-28. The new STMA headquarters is located at 1375 Rolling Hills Loop, Council Bluffs, IA 51503; phone (712) 366-2669.



Steve Trusty of STMA: Membership potential barely scratched.

Commercial users take Expo spotlight

Commercial outdoor power equipment users can keep your edge and sharpen your skills at the seminar program planned for Expo '96 at the Kentucky Exposition Center in Louisville, Ky., July 28-30.

Cost of the PLUS (Professional Landscaper Seminars) is \$25 for three days of sessions. Here are some of the scheduled topics:

- "Ask the Pros" panel discussion. Attendees will benefit from a diverse panel of landscapers at different stages of business development. For results of the 1995 "Ask the Pros" panel, see the article on page 10L.

- "Growing People Who Grow Your Business" with Tom Winner of Winner Resource Group. How to use common sense in your management techniques. This is an intensive seminar on the art of building a more productive, self-sufficient team.

- "Tech Tools: Technology You Can Use to Grow Your Business" consists of a team of professionals that will give advice on making the most of today's technology—voice mail, fax-on-demand and more. They'll also make recommendations on sophisticated software developments for bidding and planning.

Expo '96, the largest outdoor power equipment exhibition in the nation, is free if you pre-register, \$20 at the door. To receive a brochure, contact Expo '96, 550 S. 4th Ave., Suite 200, Louisville, KY 40202; (800) 558-8767. In Kentucky: (502) 562-1962. Fax number: (502) 562-1970.