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## ASSOCIATIONS

### STMA vows stronger sports turf push

The Sports Turf Managers Association (STMA), in an effort to bolster membership and take a stronger stand in the promotion of natural grass athletic fields, named Dr. Kent Kurtz to the post of executive secretary. The appointment of Dr. Kurtz, professor of horticulture at Cal Poly, Pomona, CA, and field consultant, took place at the STMA Conference in Denver recently.

"Our biggest accomplishment at the meeting was the structuring of a goal," STMA President Dave Frey, tells *WT&T*. "Our goal has always been the promotion of natural grass athletic fields and their proper care, but we now have a structure which we feel we can work with to accomplish this."

Members of the STMA board agreed to begin gathering lists of prospective members in preparation for a more vigorous drive for members and recognition in the turf world.

Frey added that the STMA is also considering asking for research grants in its efforts to improve turf playing surfaces nationwide.

"The intent of the STMA has not changed whatsoever," Vice President Mike Schiller, superintendent Northbrook, IL, parks, adds, "but our executive offices have been separated and now we have to make more of an effort to make this a more valuable organization."

Schiller emphasizes that although the organization boasts some of the top stadium grounds superintendents in the



#### Sports turf leaders

Some of the top experts in the care and maintenance of natural turf athletic fields attended the Sports Turf Managers Association (STMA) meeting in Denver recently. Pictured here are some of the leaders in the organization. Standing (l to r) are Dick Erickson, STMA President Dave Frey, Treasurer Steve Wightman, Melissa Marshall, and Vice President Mike Schiller. Seated (l to r) Roy Zehren, Harry Gill, Dr. Bill Daniel, and Executive Secretary Dr. Kent Kurtz. Gill and Erickson are past presidents of the organization.

nation as members, it provides information and services that are vital to parks and playground supervisors as well.

In line with the more aggressive posture by the STMA, newsletters and other correspondence are being

prepared and should be distributed to members in early 1985.

Speaking at the STMA conference were Dr. James Watson of Toro, Dr. Bill Daniel of Purdue University, *continued on page 14*

## ASSOCIATIONS

### PLCAA shows strength at Tampa convention

Professional Lawn Care Association of America (PLCAA) Executive Director Jim Brooks says that organization doesn't intend to "rest on its laurels" in spite of an excellent year capped by a record-breaking conference.

More than 1,650 lawn care operators attended the PLCAA convention in Tampa in November. It was the largest conference in the still-young history of the organization. The 1983 conference in Indianapolis drew 1,297 participants. In addition, there was a 45 percent increase in the number of

exhibits over the previous conference. The trade show floor featured 230 booths.

"We've got an even greater year coming," Brooks says. "As a young organization we have a lot to accomplish and a lot out there that we can call opportunity."

The PLCAA grew by 250 new members in fiscal 1984 and the membership now exceeds 600. Says Brooks, "I'm convinced that there's no way except for this association to become the preeminent association in

the turfgrass industry."

Missing from the Tampa activities was PLCAA President John Kenney who was recovering from an ear ailment. In-coming president Bill Fischer, Plainfield, IL, claims Kenney's efforts gave the organization a healthy boost by increasing membership, organizing the Tampa conference, and publishing an industry safety manual. Says Fischer, "John should certainly be quite proud of his administration."

Joining Fischer as new officers in *continued on page 14*



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## Storr Tractor scores with dealers

Landscape contractors are not as easy to find as many people think. It takes extra leg work to find them, and when you do, they are often using homeowner or agricultural equipment.

But, they are out there and Storr Tractor of New Jersey and the manufacturers it represents (Toro, Smithco, etc.) wanted to find them.

The assignment was handed to Harold Block two years ago. The answer turned out to be self-employed dealers instead of more distributor salesmen. Storr set up 35 small dealerships in the New York metropolitan area, backed them up with direct mail and mini-shows, and is now reaping business it wasn't getting before. Storr's manufacturers are happy with the results and are encouraging other distributors to do the same.

"It's hard to tell your distributors his salesmen are missing accounts," says Toro's Jim Link. "Distributors have become order takers," exclaims Locke's Kevin McGrath. "The responsibility for finding incremental business is the distributor's," Ted Smith of Smithco points out.

Block said one of the advantages of dealers is you supply them the equipment boxed up. There is no set-up.

One thing is clear to both manufacturers and distributors, high replacement parts should be provided in a package to the customer. Depending upon the distributor or dealer for all service is not reasonable, as lawn care operators have been saying for years.

## LESCO adds wholesale outlets

Frank Kollath has taken on the biggest challenge of his career, setting up a chain of wholesale outlets in key cities for LESCO, based in Rocky River, OH. The first two stores should open their doors this month in Boca Raton and Fort Lauderdale. Scott Sincerbeau and Mont Mottice have been named regional managers for LESCO's new operation.

"We are looking for incremental business missed by our truck salesmen and mail order business," Sincerbeau said. "We are not competing with the trucks. The stores will be in areas of known high landscape business. We will have inventories of product for immediate pickup."

## Lofts builds new base in Phoenix

The overseeding business is greener than ever in Phoenix and Lofts Seed has set up a new distributor there to capture its share. Dave Schneider, formerly with Valley Seed, is now on his own offering the Loft's line to Phoenix seed buyers. Dave's new number is (602) 996-8981.

## STMA from page 13

Barney Barron, superintendent of parks in San Francisco, and Dick Erickson of the Minneapolis Metrodome among others.

Highlight of the conference was the presentation of the "Lone Ranger" award to Steve Wightman, grounds superintendent at Mile High Stadium in Denver. Wightman was honored for his dedication to the Mile High playing surface in spite of a schedule consisting of two professional football teams, a professional baseball team, concerts, and the annual "Rumble on the Rockies" Drum and Bugle Corps Competition.

Past recipients of the award include Milwaukee County Stadium Superintendent Harry Gill and PAT co-inventor Dr. Daniel.

The new address of the STMA is: STMA, c/o Don Marshall, 2000 S. State College, Anaheim, CA 92806.

## PLCAA from page 13

PLCAA are Vice President Jim Marria, Boise, ID, and Secretary-Treasurer Keith Weidler, Omaha, NB. New board members are Dr. Paul Schnare, Cape Girardeau, MO, Paul Moore, Las Vegas, NV, and Jerry Garnett, Monmouth Junction, NJ.

Next year's convention will again be in Tampa from Nov. 17-21.

In related conference news, Greg Bushman, marketing manager for Stauffer's special products, announced a joint publicity campaign to promote the lawn care industry. Funded by Stauffer and sponsored jointly by Stauffer and the PLCAA, the campaign is targeted for national, regional, and local publications.

"This program is designed to heighten the public's awareness of their lawns, inform them of the complexity of maintaining a quality lawn, and educate them as to the services offered by the lawn care industry," Bushman says. Stauffer will be providing the media with a series of articles.

Of particular note is an article entitled, "Lawn Chemicals—Safer than You Think." Bushman notes, "this story will strive to negate some of the perceived fears surrounding chemicals in general, and lawn chemicals in particular."

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