

CHARTING THE SPORTS TURF MARKET



One year ago we were nervously putting the first issue of **sportsTURF** to bed. Months of planning and preparation were all wrapped up in 60 pages. Everything had to be perfect. We were about to enter uncharted territory.

With the excitement of frontier reporters, we've filled the pages with information designed to help as many of you as possible, based upon our knowledge of your needs and input we receive from our board of advisors. Your response has been phenomenal. Every phone call and letter we receive gives us important information on how

to serve you better.

Now, there is a bigger job which must be completed to help organize the sports turf market on a national scale. I'm talking about documenting you and your workplace statistically. It sounds a bit impersonal, but there are many reasons to paint a numerical picture of your profession.

The first is to gain the recognition you deserve for what you do. Many people don't realize the value of your work. They don't know the scale of your responsibilities or the skills involved. We believe that documenting the significance of your work can increase your job security and income.

Secondly, by revealing your equipment and chemical needs, we can open up a flood gate of new products designed to help you do your job. We are constantly asked for market statistics by manufacturers to give them the confidence they need to invest in the sports turf market. They sense the great opportunity to serve you, but they must support their feelings with facts.

We also need to establish industry benchmarks to gauge market growth. Starting with this year, a numerical perspective of the market can be developed for comparison in future years.

Like the National Golf Foundation has developed an excellent statistical sketch of the golf course market, we need to gather as much information as possible about the non-golf portion of the sports turf market. Colleges, schools, parks, resorts and the vast network of amateur and professional teams need to be documented according to their management of turf and related recreational facilities.

We need to document field use as well as management. Initial inquiries have revealed significant growth in tennis, lawn bowling, polo and croquet. Soccer continues to expand as baseball, softball and football hold their traditional places in American culture. But we need to document this growth with statistics, not general observations.

Only you can make such documentation possible. Please take a couple of minutes to fill out and return the **sportsPOLL** card in every issue. Your cards are the foundation of a new data base. The information you volunteer can only help you in the long run.

If you would like to share more about you and your place of work, write me. We're always looking for aggressive, creative sports turf managers to feature in the magazine. As we write the history of this important market for the first time, you may discover your accomplishments of historical significance. The sports turf frontier is a big, uncharted territory. Let us know more about you so we can put you on the map with other important pioneers.

Finally, I'd like to express our gratitude to Dennis Orsborn, vice president of golf operations for the Sunrise Company, Palm Desert, CA, for the photos in the overseeding article in this issue.

Bruce Shank

SEPTEMBER

11 Ohio Turfgrass Field Day, Turfgrass Research Facility, Columbus, OH. Contact the Ohio Turfgrass Foundation, (614) 422-2601.

20 Oklahoma Turfgrass Research Field Day, Turfgrass Research Center, Stillwater, OK. Contact Michael Kenna, extension turf specialist, Dept. of Horticulture, 335 Agricultural Hall, Stillwater, OK 74078. (405) 624-5404.

22-25 Northwest Turfgrass Conference, Red Lion Inn, Pasco, WA. Contact Dr. Roy Goss, Western Washington Research and Extension Center, Puyallup, WA 98371. (206) 593-8540.

27 Virginia Tech Turfgrass Research Field Days, Blacksburg, VA. Contact J. R. Hall, (703) 961-5797.

OCTOBER

6 Long Island Turf and Grounds Field Day, Huntington Crescent Club, Huntington, NY. Contact New York State Turfgrass Association, Inc., 210 Cartwright Blvd., Massapequa Park, NY 11762. (516) 541-6902.

7 22nd Turfgrass Equipment, Supplies and Irrigation Field Day, Rutgers Stadium and Golf Course, Piscataway, NJ. Contact Dr. Henry Indyk, Soils and Crops Dept., Cook College, New Brunswick, NJ 08903, (201) 932-9453.

17-21 1986 Congress for Recreation and Parks, Anaheim Convention Center, Anaheim, CA. Contact National Recreation and Park Association, 3101 Park Center Drive, Alexandria, VA 22302. (703) 820-4940.