

THE FRONT OFFICE

OPINION PAGE

WHATEVER IT TAKES



In July, the *sportsTURF* cover photo showed two uniformed members of the grounds crew at San Diego's Jack Murphy Stadium using four-inch paint brushes to put the finishing touches on the field's number. It was a clear, real world shot—one that showed how even the simplest of tools can be used to create excellence.

The last thing I expected when I selected this cover was controversy. In truth, I was delighted to get it. Here was a picture, colorful and sharp, of sports turf personnel at work in one of the finest facilities

in the country. However, several people from different segments of the industry objected to the photo. Their motives were all slightly different. However, their basic objection, framed as a rhetorical question, was the same:

Is this the image of the sports turf professional we want to present?

If that image is of someone doing what it takes to get the job done well, my answer is yes. And that includes using four-inch paint brushes, rakes, shovels, and *whatever it takes* to get the job done. Manual labor with hand tools does not mean "unprofessional," at least not by any definition I'm aware of.

The professional sports turf industry is rich in the diverse nature of the individuals who comprise it, from turfgrass professors to part-time crew members. It is made up of people with various talents at various levels. The dedicated laborer running a trencher, or digging a trench with a shovel, is no more or less professional than the turfgrass researcher studying endophytes.

Professionalism isn't an intellectual competition or a fashion show. It's an attitude of commitment, combined with technical expertise, toward whatever work you're doing. The outward signs of professionalism such as sharp, clean uniforms and state-of-the-art equipment are natural extensions of that attitude, but they are no replacement for it.

Does the July cover convey the proper image of sports turf professionals? Judging from the job done at Jack Murphy Stadium year-in and year-out, the answer is yes.

Definitely yes.

Matthew Trulio

EVENTS

CALENDAR

NOVEMBER

8-10 Georgia Golf Course Superintendents Association Meeting, King & Prince Hotel, St. Simons Island, GA. Contact: Karen White, GGCSA (404) 769-4076.

8-11 22nd Annual Education Conference and Show of the National Institute on Park and Ground Management, Richmond, VA. Contact: NIPGM (414) 733-2301.

10-13 Turf and Ground Exposition, Rochester Riverside Convention Center, Rochester, NY. Contact: New York State Turfgrass Association (800) 873-TURF or (518) 783-1229.

12-14 Arbor Expo '92, Clarion Plaza Hotel, Orlando, FL. Contact: Jeff Tappeiner (818) 781-8300.

16-19 Green Industry Expo, Indianapolis Convention Center, Indianapolis, IN. Contact: ALCA (703) 241-4004.

20-21 National Water Features Association Second Annual Trade Show and Meeting, Orlando, FL. Contact: NWFA (813) 263-4029.

NOV/DEC

29- 2 44th Canadian Turfgrass Conference and Trade Show, World Trade and Convention Centre, Halifax, Nova Scotia. Contact: Lisa North (for the conference) or Chuck Desveaux (for the trade show) (416) 602-8873, or in Canada (800) 387-1056.

30- 2 North Central Turfgrass Exposition, Pheasant Run Resort, St. Charles, IL. Contact: ITF (312) 616-0800.

DECEMBER

2-3 Pacific Coast Turf and Landscape Conference and Trade Show, Seattle, WA. Contact: Scott White (206) 292-9198 (800) 275-9198 Fax (206) 292-0559.

Send announcements on your events two months in advance to editor, *sportsTURF* magazine, P.O. Box 8420, Van Nuys, CA 91409 or FAX to (818) 781-8517.