

PRESIDENT'S MESSAGE

By Gil Landry



The Challenge of Communication

Communication is a major challenge for me every day. Trying to describe the intricacies of sports turf management to someone who thinks I just "grow grass" can be a difficult and time-consuming task.

I believe communication in our industry is a major challenge we all face, particularly communication with those who do not have or understand our expertise.

"We Don't Want to Ruin the Field"

I recently had a conversation with a physician about a facility that would not allow the soccer league his child participates in to use the main stadium. The physician had trouble with the field management group simply saying that soccer "would ruin the field." He wanted further explanation.

During our conversation, the disgruntled doctor said, "We don't want to ruin the field, we just want to play soccer on it. The field can be repaired, so what is the problem?"

I explained that the additional traf-



fic would cause wear and compaction on the turf, and that someone would have to pay for the additional management required to maintain a quality field. After our conversation, he understood why playing a few games of soccer could result in major turf problems for the facility.

Explain Your Position

Just as the physician learns to explain very complex functions of the body to patients, we must learn to explain our complicated and ever-changing science to our clients. Refusing field access to team sports or concert attractions merits explanation. It may be as simple as stating the results and the costs, but explanations help lay people understand what it takes to develop and maintain a good field.

Our industry has long stood in the shadows of others, whether it be the teams who play on the field or the stadiums our fields are housed in. In order to gain importance, we must communicate the value of safe, quality athletic surfaces. Whenever the opportunity arises to explain your profession and the turf you manage, take it. You will be doing the person to whom you are talking, the industry you represent and yourself a great service.

Enterprises (708) 367-7828; or Jesse Felix, West Chicago Park District (708) 293-0770.

STMA Florida Chapter #1 — On Tuesday, May 18, a meeting and tour will be held at the Palm Beach Polo Grounds from 9 a.m. to 2 p.m. Further details on this meeting will be announced shortly.

For information on the South Florida Chapter or for details on this meeting or other chapter activities, contact: John Mascaro (305) 938-7477 or Ed Birch (305) 938-0217.

Chesapeake Chapter, STMA — For information on the chapter and its activities, contact: the Chapter Hotline (301) 865-0667.

Iowa Sports Turf Managers Association — ISTMA is developing the program for a June Sports Turf Workshop in the eastern Iowa area. An August 4 workshop will take place in Des Moines, IA, at Sec Taylor Stadium, home of the Chicago Cubs AAA affiliate. This workshop will "cover the field" on baseball field maintenance. Further details on these workshops will be announced soon.

For information on these workshops or other Iowa Chapter activities, contact: Gary Peterson (515) 791-0765.

Colorado Chapter, STMA — The Colorado Chapter is planning a late spring workshop on topdressing, a summer institute for care of soccer fields and a fall workshop on football field maintenance.

For additional information on these meetings contact Mark Leasure (719) 597-1449. For information on the Colorado Chapter and/or upcoming activities contact Ron Marten, Falcon Colorado School District 49 (719) 495-3601.

The New England Chapter, STMA — Future plans for the New England Chapter STMA include an all-day meeting to be held during August in the mid-New England area. Further details will be announced soon.

For information on the meeting or other chapter activities, contact: Mary Owen, University of Massachusetts Cooperative Extension System (508) 831-1225.

Carolina Chapter, STMA — For information on the Carolina Chapter and its activities, contact: Marc Farha, facilities manager for the Charlotte Knights (704) 332-3746. □

STMA Chapter News

Midwest Chapter, STMA — A pre-season football turf maintenance clinic will be held on May 20 at the Department of Athletics, University of Notre Dame, Notre Dame, IN. Events begin at 9:30 a.m. For more information contact: Don Michaels or Kathy Counley, Lake-Cook FS (708) 526-0007 or Dale Getz, University of Notre Dame (219) 631-7962.

On Wednesday, June 30, the Midwest STMA Chapter, in cooperation with Wheaton College, is sponsoring the National Midwest Regional Sports Turf Institute. This institute offers the oppor-

tunity to take part in educational sessions, gain up-to-date information from suppliers at the Trade Show and share ideas with other sports turf professionals.

New for 1993 will be an infield rodeo, a two-person team competition in infield-dragging and line-marking to determine who's the best in the Midwest.

Further details on the institute will be announced soon.

For information on the chapter, these meetings or other chapter activities, call: the Chapter Hotline (708) 439-4727; Marc Van Landuyt, Van's