

# PRESIDENT'S MESSAGE



By Gil Landry Jr.

As editor Matt Trulio so aptly noted in the April issue of *sportsTURF*, "Recognition is vital, both for the individuals honored and the profession itself."



The sports turf industry is lacking recognition. Because turf areas may be part of a total recreational facility, our industry is not well-defined or easily quantified. One way to help resolve this is to answer questions we do not know right now, questions such as:

- How many sports fields exist in America?
- How many dollars are spent developing and maintaining sports turfs?
- How many people are employed directly or indirectly in the industry?
- How many people are served by the industry?

Once we have these answers, we need to get them to the right people

through media relations, direct-mail, advertising, seminars and so on.

## There Are Estimates of Our Size

In a 1992 issue of *Turfgrass Monograph*, Dr. Jim Watson of the Toro Company estimates that sports turf surfaces cover more than 1,125,000 acres of land in the United States. He also says more than 2.2 million youngsters play little league baseball and more than one million play in other baseball and softball leagues. More than 22 million adults play softball in 173,000 leagues and several million play soccer. With football, Watson estimates more than 1.5 million players. That's a total of 25.7 million players! Then there are millions more that use sports turf facilities for non-organized recreational sports activities.

A survey of our 1992 conference attendees found their average annual budget to be more than \$1.2 million. Of the attendees, 37.5 percent represent school and park districts; 37.5 percent represented colleges and universities; and 18.8 percent represented profes-

sional facilities. Obviously, our conference attendees represent significant operational facilities.

## First Things First

In order to keep our industry in the public eye, there are some steps we need to take:

- Do research. We need to define and identify the value of the sports turf industry as well as answer the above questions.
- Analyze our results. What is this information telling us? How can we use it to our benefit?
- Develop a plan. Once we have all the information, we can develop a plan to implement it.

Step one is already underway — the need to quantify and define the sports turf industry is one of the objectives of STMA. We have already begun working with Bruce Shank of our official publication, *sportsTURF*, to develop and conduct a survey. Such a survey is obviously going to take time and money. But we feel it is a commitment we cannot afford to ignore.

## Chapter News

**Midwest Chapter, STMA:** On June 30, the Midwest Chapter, STMA, in cooperation with Wheaton College, is sponsoring the National Midwest Regional Sports Turf Institute. Attendees are invited to the pre-meeting "Meet the Board" evening social from 7 to 9 p.m., June 29, at the Holiday Inn, Carol Stream. Take this opportunity to meet the National STMA board members and the Midwest Regional Sports Turf Managers.

Registration opens at 7:30 a.m. on June 30 at Wheaton College campus, Wheaton, IL. The institute begins with an 8:30 a.m. welcome of activities presented by John Anderson. Morning sessions include: "Getting to Know Soils," presented by James A. Fizell, president, James A. Fizell & Associates; "Drainage Dynamics,"

presented by Matt Heiss, sports field specialist, Turf Services Inc.; "Irrigation: Possibilities for the '90s," presented by Jeff Wiegel, sales and design, Chicago Turf & Irrigation; "Getting to Know Turfgrass," presented by Tom Voight, extension specialist, University of Illinois; "Planning Out Your Calendar," presented by Eugene Mayer, training manager, The Scotts Company; and "Grounds Management Teamwork," presented by the Naperville North High School grounds team: Athletic Director Neil McCauley, Facilities Manager Mark Cloutier and Groundsman John Filipiak.

After a lunch break, the Infield Rodeo begins. New for 1993, the Infield Rodeo is a two-person team competition on infield dragging and line marking to determine who's the best in the Midwest. Competition will include dragging of

the skinned infield area and line marking of one baseline. Dragging equipment and line marking equipment will be provided. Competition per team will be limited to 10 minutes. Judging will be based on team speed in dragging the skinned obstacle infield and straightness of chalking a baseline with no string.

Keynote Speaker, Dr. William Daniels, professor emeritus, Purdue University, wraps up the institute with a presentation from 2:30 p.m. to 3 p.m.

For further information on the institute or to enter the Infield Rodeo competition, contact: John Anderson (708) 717-0855, Jesse Felix (708) 293-0770 or STMA Headquarters at (312) 644-6610. For information on the chapter or other chapter activities call: the Chapter Hotline (708) 439-4727.

**Colorado Chapter, STMA:** The Colorado Sports Turf Managers Association invites everyone to attend the June 18th Institute at the Sky Sox Stadium in Colorado Springs, CO. The Sky Sox are the AAA farm club for the Colorado Rockies. Events for the day include: an equipment show (you try the equipment); a tour of the stadium with Sky Sox Manager, Brad Mills; an opportunity to listen to speakers from the Sky Sox and the Rockies; and an evening Sky Sox ballgame. Your registration fee will cover the entire institute package, including the game, lunch and dinner.

For additional information on the institute or to register, contact Mark Leasure, executive secretary at (719) 338-0381 or (719) 597-1449. For information on the chapter or other activities contact Ron Marten, Falcon Colorado School District 49, at (719) 495-3601.

**The New England Chapter, STMA:** The New England Chapter, STMA, plans a day-long meeting for August 11 at Forest Park in Springfield, MA. This event will include: educational sessions; equipment demonstrations; and a trade show; and the annual business meeting and election of officers. Further details will be announced soon.

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

**Chesapeake Chapter, STMA:** Special reminder: A field day for training in softball field renovations will be held from 8:30 a.m. to 4 p.m. on June 16 at Meadows Park in Chevy Chase, MD. Meet at the Meadowbrook maintenance facility at 8000 Meadowbrook Lane. Chapter members and non-members are urged to bring the entire groundskeeping crew for sessions on "Skinning Infields and Laying Sod"; "Trenching and Installing Vertidrain; Grading and Leveling Techniques"; and "Measuring and Setting Bases and Home Plate." For further information, contact Tim Moore (301) 650-2631 or Art Downing (410) 313-7254.

Chapter members are always invited to attend chapter board meetings, held on the first Wednesday of each month. The July 7 board meeting will be held at Oriole Park at Camden Yards in

Baltimore, MD. The August 4 board meeting will be held at Cedar Lane Park in Columbia, MD.

The Chesapeake Chapter will host the national STMA meeting in November 6-9 at Camden Yards. A great schedule of events is in the works. As an added benefit, the chapter is putting together an information packet for those who would like to spend a few extra days in the Baltimore area or nearby Washington D.C. Contact the hotline for details.

For information on the field day, the chapter and other activities, contact the Chapter Hotline (301) 865-0667.

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

**Iowa Sports Turf Association:** ISTMA will hold a hands-on workshop on August 4 in Des Moines, IA, at Sec Taylor Stadium, home of the Chicago Cubs AAA affiliate. Registration for this full-day workshop begins at 8 a.m.

The program will be directed by two sports turf leaders: Mike Andresen, head groundskeeper of the Iowa Cubs; and Jesse Cuevas, stadium superintendent of Rosenblatt Stadium, home of the Kansas City Royals AAA affiliate — and site of the annual College World Series.

This workshop will start off with a 9 a.m. tour of the stadium and "cover the field" on baseball field maintenance. Scheduled sessions include: "Maintaining Infield Lips, Post-game Repairs of the Mound/Homeplate/Bullpens and Measuring the Mound Specifications"; "Proper Infield Dragging and Pre-Game Infield Set-Up"; and "Drying Puddles and Wet Areas." An exhibit area will be included and time allowed to visit the booths and talk with exhibitors.

For information on this workshop or other Iowa chapter activities contact Gary Peterson (515) 791-0765.

**Florida Chapter #1, STMA :** The International Turfgrass Show will take place July 18 through 24 in Palm Beach, FL, with headquarters at the Breakers Hotel. Further details on this event 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.

## IT'S TIME TO STOP THE BURNING.



96,000 acres of irreplaceable rain forest are burned every day.

The rain forest is the world's largest pharmaceutical storehouse. It provides sources for a quarter of today's drugs and medicines and seventy percent of the plants found to have anticancer properties.

This senseless destruction must stop. NOW!

The National Arbor Day Foundation, the world's largest tree-planting environmental organization, has launched Rain Forest Rescue. By joining with the Foundation you will help establish natural rain forest barriers to stop further burning and support on-site conservation plans to protect threatened forests.

You'd better call now.



**The National Arbor Day Foundation**

**Call Rain Forest Rescue NOW.  
1-800-255-5500**