

THE FRONT OFFICE

OPINION PAGE

Conference Call



Two months after the last regular season Major League Baseball game is played, Oriole Park at Camden Yards in Baltimore will host another major form of action: the 1993 Sports Turf Managers Association's Conference and Exhibition. The event is slated for November 6-9 and promises to be the best STMA conference yet. It will be open to STMA members and non-members alike.

Last year's conference faced one hurdle after the next. STMA and its management group, Smith Bucklin, were new to one another. They signed their management agreement at the end of June, which put both groups, to say the least, a bit behind in terms of planning the December conference in Indianapolis.

By most accounts — and believe me, I bluntly asked as many seasoned attendees as I could find — it was the best meeting the organization has put on to date. Attendance and exhibitor support, though by no means what they could have been — what they *will* be this year — were several times better than that of the year prior. But beyond the numbers, the 1992 conference was something of a rebirth for an organization once down and close to out. Those fortunate enough to have been in Indianapolis left enlightened and revitalized. They went home optimistic, both for the future of STMA and the sports turf industry itself.

We all have a healthy supply of reasons at the ready for why we'd like to attend but can't. We're too busy and tired, and can't afford it. We have the holiday season to get on with, and the conference falls right in the midst of it. We're not sure what we'll get for our trouble. Recalling years past, we doubt we'll get much.

Did I miss anything? These are all good reasons to stay away, and yet I urge you not to. Short of putting yourself through financial hardship to attend, *be there*. The job STMA and Smith Bucklin did in just five months in getting the Indianapolis conference up and running was miraculous. This year, they've had *time* to plan — they started during last year's conference.

Consider the STMA host chapter, Chesapeake. They are one of the most cohesive, forward-moving groups in the organization. And they're more than a little proud of their home turf, which means they've gone out of their way to make sure that you enjoy yourself while you're with them. And consider the unusual yet appropriate venue — a state-of-the-art professional baseball facility. Kind of beats your basic convention center for atmosphere, doesn't it?

Education, motivation, camaraderie — that's the *least* you can expect from the 1993 STMA Conference and Exhibition. With all this and much, much more at stake, the question is not, "Do I have the time, energy and money to attend?" The question is, "Can I afford not to?"

Matthew Trulio

EVENTS

CALENDAR

JULY

8 University of Georgia Turfgrass Field Day. Georgia Station, Griffin, GA. Contact: Georgia Turfgrass Association (404) 975-4123 or Extension Conference Office (912) 681-5189.

14-15 Second annual Midwest Association of Physical Plant Administrators and Professional Grounds Management Society conference. Miami University, Oxford, OH. Contact: George Persinger (513) 529-6786.

18-24 International Turfgrass Society's 7th International Turfgrass Research Conference. Breakers Resort, Palm Beach, FL. Contact: Dr. George Snyder (407) 996-3062 or Dr. John Cisar (305) 475-8990.

25-27 International Lawn, Garden and Power Equipment Expo. Kentucky Exposition Center, Louisville, KY. Contact: (502) 473-1992.

AUGUST

5 National Turfgrass Evaluation Program turfgrass research field day. USDA, Beltsville Agricultural Research Center West, Beltsville, MD. Contact: Kevin Morris or Jennatte Wills (301) 504-2125.

17 Wisconsin Turfgrass Field Day. O.J. Noer Turfgrass Research and Education Facility, Madison, WI. Contact: Dr. Frank Rossi (608) 262-1490.

SEPTEMBER

26-29 Florida Turfgrass Association's 41st annual conference and show. Tampa Convention Center, Tampa, FL. Contact: FTGA (800) 882-6721.

Send announcements on your events
two months in advance to:
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